"The Operators' Choice"

PLAYMETER

SEPTEMBER

FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY

Magazine

VOLUME 24, No. 10 • 1998

A NEW BEGINNING

RESEARCH & DEVELOPMENT

CUSTOMER SERVICE

SALES & MARKETING

MANUFACTURING

FINANCE

AMOA PREVIEW

The Heat is Back!

SEGA®

DAYTONA USA 2™

BATTLE ON THE EDGE

Stick the Pedal to the Metal!

- > *NEW!* - 29" SINGLE PLAYER CABINET!
- > *NEW!* - CASH BOX DESIGN FOR BILL ACCEPTOR WITH UP-STACKER!
- > *NEW!* - 3 EXCITING COURSES!
- > *NEW!* - 3 UNIQUE STOCK CARS FOR ALL SKILL LEVELS!
- > *NEW!* - LINK UP TO 16 SEATS!
- > *NEW!* - INTERNAL TOURNAMENT RANKING SYSTEM!
- > *NEW!* - LOCATION ADVERTISING FEATURE!
- > *NEW!* - LAP BUY-IN FEATURE!

Cabinet Dimensions: Single Version 68"L x 40.5"W x 75.5"H
Deluxe Version 109"L x 53"W x 92"H

For more information contact your authorized Sega distributor or Sega Game Sales at (650) 802-3100

DAYTONA USA & Design is a trademark of International Speedway Corporation used under license from Daytona Properties.

News BULLETIN

PARENTAL ADVISORY MESSAGE CLEAR

After the late July press conference on Capitol Hill regarding progress on the industry's violent video game content advisory actions, *Play Meter* spoke with AMOA counsel Elliott Portnoy for comment. While the industry got a pat on the back for its efforts thus far at self-regulation, Sen. Herbert Kohl in particular made it clear, as did his staff and the staff of Sen. Joe Lieberman, that they are going to be watching the industry closely to see if we make good on our promise.

Said Portnoy: "The industry committed itself (AMOA, AAMA, IAFEC, IAAPA) to a code of conduct that requires very aggressive and comprehensive compliance. What we are seeing is that the industry is not moving as quickly as we would like to come into full compliance. Manufacturers are now including the disclosure messages in the artwork of new games and that is a very important first step, but that's not enough. There has to be education and compliance all the way down the line from the largest manufacturer to the smallest operator and everyone in between."

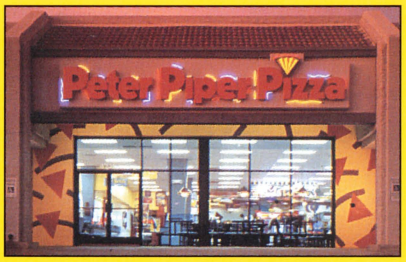
In Portnoy's view more communication is needed. Not only should new games have disclosure messages, but old games going back to at least the beginning of the year should have stickers. Beyond that, posters should be in place, staff educated about the system, and steps be taken to discourage young children from playing games that have a strong (red) disclosure message.

Portnoy advised that another press conference in late November or early December will announce results of the Senate's annual report card on rating games (coin-op and consumer). PTA members will scour the country and report back on the levels of compliance. Said Portnoy, "If they find the coin-op industry has failed to comply in the manner that we said we would, the Senate would have little choice but to publicly criticize the industry and consider taking steps that could lead to additional regulation at the national, state, and local level."

In conclusion, Portnoy said, "We have a narrow window of opportunity. This is not an issue that is going away. If we do this right it's not merely going to avoid the negative. The industry will get positive publicity for doing the socially responsible thing by providing parents with information about the video games their kids play." The goal is to keep up the momentum and add to its effectiveness. Operators can obtain the necessary stickers from local distributors and national associations.

DAVIS AND STILWELL FORM PSC LTD.

Entertainment specialists Terry Davis, chairman of T.D. Rowe Corp., and Ron Stilwell, former vice president of entertainment for Peter Piper Pizza, have formed a new company named PSC Ltd. The new entity has signed a 25-store area development agreement to build 25 Peter Piper Pizza family entertainment centers in California's Los Angeles, Orange, and San Bernardino counties.



PSC Ltd. has signed a 25-store agreement with Peter Piper Pizza.

Peter Piper Pizza restaurants are usually within busy neighborhood shopping centers and range from 8,500 to 13,000 square feet. The company is celebrating its 25th anniversary this year. Kiddie rides, redemption games, and video games are featured at the restaurants. The chain began an aggressive growth strategy in 1996 and currently has five company-owned locations in the Los Angeles area. Plans call for 100 stores in that vicinity.

PSC will be managed by Stilwell, who will serve as president of Southern California Pizza Inc., operator of the new restaurants. Stilwell has almost 20 years of experience in building and operating restaurants; he is on the board of the International Association of Family Entertainment Centers. Davis is the major shareholder and chairman of the operating company. T.D. Rowe is one of the largest operators of redemption and video games, and already operates games in many of the company-owned and franchised Peter Piper locations throughout the Southwest. Southern California Pizza is located in Scottsdale, Ariz., (602)432-3641.

MAXFLIGHT COMES TO ST. LOUIS

The customer-programmable roller coaster simulator MaxFlight VR2002 Cyber Coaster is now at the Union Station shopping mall in St. Louis, Mo. The mall, which encompasses 170,000 square feet and sees over eight million visitors per year, is a Rouse Co. development. The VR2002 allows riders to program over one million different ride combinations complete with 60-degree loops, rolls, and corkscrews, while being propelled up to

The MaxFlight VR2002 Cyber Coaster at St. Louis Union Station.

12 feet in the air. MaxFlight's recent Cyber Coaster installations include Canada's West Edmonton Mall, Crown American's Logan Valley Mall in Altoona, Pa., and the Irvine Sepctrum in California for the GemeWorks Studio.

DEBRUNO MOVES TO MOUNTAIN COIN

Sal DeBruno, a well-known figure in distribution who has logged over 50 years in the industry, has joined Mountain Coin Distributing effective Sept. 1. DeBruno was most recently manager of the Betson West office in Las Vegas, Nev. DeBruno will work out of Mountain Coin's Phoenix, Ariz., office and handle sales throughout the Southwest.

DeBruno started in the industry at the age of 14 working with his dad. He has been in distribution for 17 years. Most of his coin-op career was spent as an operator with routes in New Jersey and Arizona, which gives him a true understanding of his customers. "I really love this business," said DeBruno, who has a simple philosophy: "Take care of the operators."

Elden Kingston, president of Mountain Coin, said, "We are proud to have a man of Sal's caliber, with his wealth of experience in the coin machine industry, coming on board." DeBruno can be reached in Phoenix, (602)269-7596; fax (602)278-3224.

FERRIS DEVELOPS UCB

Ferris Productions has developed a new open architecture Universe Control Board (UCB) that will make it possible to transform nearly any off-the-shelf PC game application into a coin-op program without requiring software modifications to the PC application or operating system.

Ferris, the Richardson, Texas-based developer of high-tech products and systems for the out-of-home entertainment market, is a member of Intel's Open Arcade Architecture Forum (OAFF).

The company integrates the UCB component with a state-of-the-art computer in an arcade unit. The simple-to-use Macro Software provides commands that direct the UCB. Following the commands, the UCB controls the individual game software, allowing the application to operate within an arcade unit and yet be transparent to the user.

Said CEO Bob Ferris, "The unveiling of the UCB completely changes the PC arcade industry by opening the floodgates of PC game software." Officials at Ferris believe that many arcade operators feel this approach is the only way to finally get the PC arcade industry off the ground. Milind Bharvirkar, president of Global VR, an adopter of the UCB for its virtual reality arcade products, said, "Software companies have been reluctant to invest in major changes previously necessary in order to have arcade-ready software."

Ferris and other manufacturers plan to use the UCB to develop and manufacture virtual reality game systems and PC-based arcade game systems. After licensing PC game software from the original developer, Ferris will convert the games into either virtual reality or arcade quality systems using the UCB to manipulate the software and maximize its functionality.

Ferris has a patent pending on the UCB. The UCB, Macro Software, and Commercial PC Licenses can be obtained from Ferris. Turnkey final products with the UCB are available from Ferris or an authorized distributor. For more information, contact Ferris, (602)470-1177; fax (602)470-1166.

STRUHS STARTS NEW COMPANY

Mark Struhs, longtime Dynamo executive and most recently president of Dynamo Interactive, will enter the out-of-home entertainment field with a new company he formed during the summer. Struhs is a 20-year industry veteran. He has extensive experience in manufacturing and marketing a wide range of hardware, cabinets, table games, video gaming devices, ATMs, and PC-based video games. Struhs can still be reached at (817)284-0114, ext. 202.

MERIT FORMULATES NEW STRATEGY

A new marketing structure is being formulated by Merit Industries and the first step is the addition of Scott Winters to the senior management team as director of marketing. Winters will be responsible for directing a reorganization of all marketing-related functions. Merit president Peter Feuer explained, "This is a real departure from the way we have been operating our business in the past. We now have in place an effective way of tying all of Merit's efforts into coordinated programs to increase market share of current products and drive Merit's future growth. We feel very fortunate to have a marketing professional like Winters teaming up with industry veteran and vice president of sales Lou Rudolph to take us to the next level."

Winters can be reached at (215)639-4700; (215)639-5346. Merit maintains two Web sites (www.meritind.com) and (www.scorpiondarts.com).

INDUSTRY MOURNS SCHUBERT

Frank Schubert, senior sales executive for Coin Mechanisms of Glendale Heights, Ill., passed away suddenly July 22. Frank had been with the company for 21 of its 30 years. He was a dedicated employee and tireless worker. "Work was his family," said a fellow employee. He was a familiar figure at industry trade shows and will be sadly missed by friends and co-workers. In lieu of flowers, the family requested donations to the American Cancer Society.

Frank Schubert

EUROPEAN MERGER

Deith Leisure Prague, a subsidiary of Sega Amusements Europe Limited, and Comax Leisure have merged. Deith Leisure Prague will retain an office at Comax Leisure's premises. Comax Leisure will distribute the Sega line and other products previously handled by Deith Leisure Prague. Comax Leisure will support customers who have purchased Sega games, and will stock the entire range of Sega dedicated parts in addition to its existing parts business. Martin Zych will be based at Comax Leisure in Deith Leisure/Sega's office. ▲

PLAY METER MAGAZINE, (ISSN 1048-8243) SEPTEMBER 1998, Volume 24, No 10. Copyright 1998 by Skybird Publishing Company. PLAY METER MAGAZINE is published monthly, except for the two issues in January. Publishing office: 6600 Fleur de Lis, New Orleans, LA 70124. MAILING ADDRESS: P.O. BOX 24970, New Orleans, LA 70184, USA Phone: 504/488-7003; fax 504/488-7083. Subscription rates: U.S. and Canada--$60. Advertising rates are available upon request. NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION. The editors are not responsible for unsolicited manuscripts. PLAY METER MAGAZINE buys ALL RIGHTS, unless otherwise specified, to accepted manuscripts, cartoons, artwork, and photographs. Periodical postage paid at New Orleans, LA 70113 and additional mailing offices. POSTMASTER Send Form 3579 to Play Meter Magazine, P.O. Box 24970, New Orleans, LA 70184.

Say you saw it in Play Meter

COMBATICA

FIGHT HAND-TO-HAND COMBAT GAMES THE WAY THEY SHOULD BE... WITHOUT A JOYSTICK.

Great earnings. Ranked #1 in weekly earnings at tested locations.

Great attraction. A dynamic traffic builder that draws a crowd of spectators and a constant stream of players from all ages.

Great action. When players kick, punch or jump, so do their game characters. Any move that is triggered by a joystick and button can also be executed by Combatica.

Multi-use platform. The same platform can be used to play any fighting game from any manufacturer. Options will become available for other fighting games.

Holoplex Inc.

600 S. Lake Ave.
Suite 102
Pasadena, CA 91106

(626) 584-8451 Tel
(626) 584-8455 Fax
www.holoplex.com/thundercam

When your coin-operated equipment is BROKEN DOWN and, your current parts supplier is LETTING YOU DOWN...

CHANGE IS NECESSARY!

Imperial understands that when your equipment is down...your profits are down. We offer the largest selection of coin-operated arcade parts and accessories in the industry. Everything from monitors, game accessories, billiard equipment, coin mechanisms, locks, and the most complete line of OEM parts and accessories in-stock, priced right and ready to ship. If your business depends on small change...make the big change to Imperial. Call today for our free parts and accessories catalog and see how Imperial can change your business.

East Coast:
1-800-526-6261

West Coast:
1-800-423-2753

IMPERIAL
INTERNATIONAL
a division of
H. BETTI INDUSTRIES

The most complete line of parts and accessories in the industry

PM MAGAZINE

Founder
Ralph C. Lally II
Publisher
Carol P. Lally
President
Carol Ann Lally Longacre

Editor
Valerie Cognevich
Managing Editor
Bonnie Theard
Associate Editor
Jim McCormick
Art and Production Director
Jane Z. Nisbet
Production Assistant
Mary Henderson
Contributing Writers
Irving Blackman
Tom Fricke
Michael Getlan
Channing Hayden
Rich Holley
Brian Whitlock
Technical Writers
Vic Fortenbach
Randy Fromm
Director of Advertising
Ron Kogos
Classified Advertising
Carol Lea LeBell
Circulation/Office Manager
Renée C. Pierson

Editorial Offices
P.O. Box 24970
New Orleans, LA 70184
Street Address
6600 Fleur de Lis
New Orleans, LA 70124
Telephone
(504) 488-7003
fax
(504) 488-7083
e-mail address
news@playmeter.com
Web Site
http://www.playmeter.com

BILLIARD CONGRESS OF AMERICA
Member of
IAFEC
AMOA
Amusement & Music Operators Association

SAVING YOU TIME WHILE MAKING YOUR COMPANY MONEY

MONEYLINK

COMING SOON TO A COIN-OP MACHINE NEAR YOU!

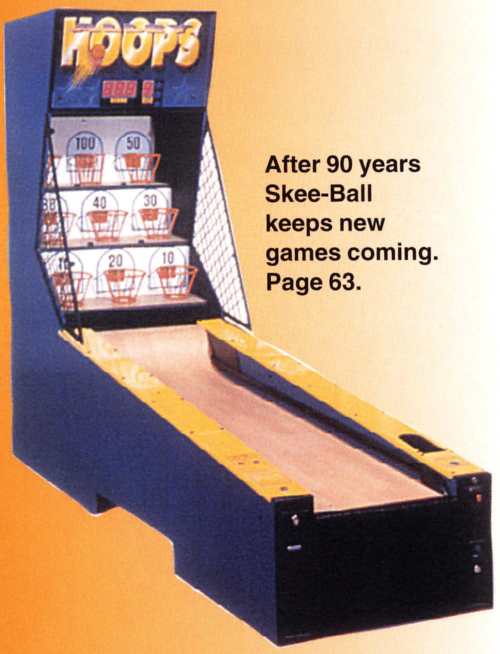
www.honestlink.com

VOLUME 24
NO. 10
SEPTEMBER 1998

Visit our Web site: www.playmeter.com

CONTENTS

AMOA INTERNATIONAL EXPO '98



After 90 years Skee-Ball keeps new games coming. Page 63.

66 THROUGH THE LOOKING GLASS
PC games won't instantly convert to arcade use, that's why coin-op companies like Lazer-Tron are pairing with firms such as Opus and LBE Systems to bridge the gap.

74 FEC FOCUS: THE GREAT ESCAPE
The whole family can have a world class adventure at the new entertainment center at Louisiana's Boomtown Casino where coin-op game revenue is an important ingredient.

80 AMOA EXPO AND ANNIVERSARY
The big 50th bash is upon us. In our special section: a Nashville tour, AMOA history, Don Hesch interview, new products, exhibitor list, schedule of events, and more.

131 SIGGRAPH '98: THE EDGE OF TECHNOLOGY
Michael Getlan stays on top of changes in technology at Siggraph, the computer graphics applications show that's well worth the visit.

143 COINMAN: JOHN ESTRIDGE JR.
The family's work ethic has served him well. John talks about growing up in the industry and what business is like in today's street, arcade, FEC, and crane locations.

TECHNICIAN'S CORNER

171 TECHNICAL TOPICS
All game repairs don't require sophisticated test equipment. Randy Fromm, exclusive in *Play Meter*, turns his sights on the handy oscilloscope to troubleshoot monitors.

175 TICKET TECH
Are you experiencing token deficiency, as in lost tokens? Vic Fortenbach shares a few tricks of the trade to rescue tokens from unusual places.

Tee off with StrayLight's Virtual Theater. Page 46.

COVER

Coin-op waters have been decidedly choppy for the last few years. As we come down to the end of the century, the 33-year old company we know casually as Sega sets a new course to address street locations as well as family entertainment centers and theme parks. The official company name is now Sega Enterprises Inc. USA. At the helm are Hayao Nakayama, Al Stone, and Howell Ivy (pictured on the cover) along with a seasoned crew that's hard to match in terms of industry savvy and experience. Turn to page 134 for the full story.

DEPARTMENTS

News Bulletin 3
From the Editor 10
Equipment Poll 12
Mailbox 18
Up Front 22
Coin-Op News 24
Who's News 53
Beyond the Playfield 60
What's New 62
Cover Story 133
Company Profile 140
Music Notes 149
State Show 152
Association Meeting 155
Games from the Past 157
September in Game History 161
Tax Tips 164
Game Room 167
Redemption and the Law 169
International Scene 176
Sporting Edge 178
Trade Accessories 184
Calendar (Travel Tracks) 186
Classified 188

NEXT MONTH:

- 50th AMOA International Expo '98 Wrap-Up
- 8th Fun Expo Preview
- Family entertainment large and small

Featured with incredible THREE JACKPOTS & SIX BONUSES!!

Triple Jack

PRESENTED BY DYNA®

© COPYRIGHT 1998 DYNA CO.,LTD. ALL RIGHTS RESERVED.

Special program available to go with Georgia requirements, and also others if required.

DYNA Co., Ltd. *(Head Office)*
2-14-15, Setoguchi, Hirano, Osaka, JAPAN
Tel: +81-6-707-1181 • Fax: +81-6-707-1919

Dyna Overseas Division Headquarters
3-62-42- Kitanaka, Tokorozawa, Saitama, JAPAN
Tel: +81-42-928-8741 • Fax: +81-42-928-8745

Buying service should not be a dream

I was watching TV one night when several commercials were aired for various car dealerships. Although they sold a particular brand of car like Oldsmobile or Toyota, what struck me as odd at first was that not one car was even shown. They didn't hype the features or show a car winding down a country road looking as fluid and smooth as a cat waking from a nap. They didn't talk about price reductions or factory rebates either.

The focus was service. One showed a well-dressed customer sitting in her office behind an opulent desk. She explains to us that she works downtown and could never manage to find a way to drop her Toyota off at the dealership for service. However, she beams, with Lakeside Toyota staying open until midnight and a shuttle to take her back to the office or even to a nearby mall, she no longer has to worry about how to get her car serviced. "They work around my schedule," she smiles.

Valerie Cognevich
Editor

An Oldsmobile commercial ran with a similar theme. The dealer stressed that if they told you your car would be ready at a certain time, by golly, it would be. They too had a shuttle to drop you off and pick you up when your car was finished. This dealership made certain that we knew without a doubt that we could count on them when it came to getting our car serviced.

Like I said, it seemed odd at the time. But the more I thought about it, the more I realized they had a point. Service actually is the most important option you purchase with your car. Look around and read the ads and it's obvious you can buy just about any kind of car you want from any number of sources. Oh, every dealership will have salesmen dripping with honey-coated words when it comes to convincing you he can give you the best deal in town. Of course, salesmen are trying to sell you a car, the service is handled elsewhere. If you can convince the salesman to throw in the floor mats, maybe an upgraded radio with a CD player, or a rear spoiler, you're satisfied.

Then the time rolls around for your first scheduled maintenance visit to the dealership's service department. Here's where you find out whether you made a good deal or not. My daughter will talk your ear off about this. She shopped around for a Mustang at several dealerships. She found the best price, signed the contract, and drove home. It wasn't until later she found out that she had bought her car at the dealership from hell.

They called her last week wondering why she hadn't been back for service. She borrowed the sentiments from Brett Butler ("Grace Under Fire") when she said she'd rather fly the Russian flag, shoot drugs, and become a lesbian than stay in the army. My daughter said it described perfectly how she felt about returning to that dealer. Ironically, the dealer's slogan is "Remember the Name." Don't worry, Mindy will never forget it.

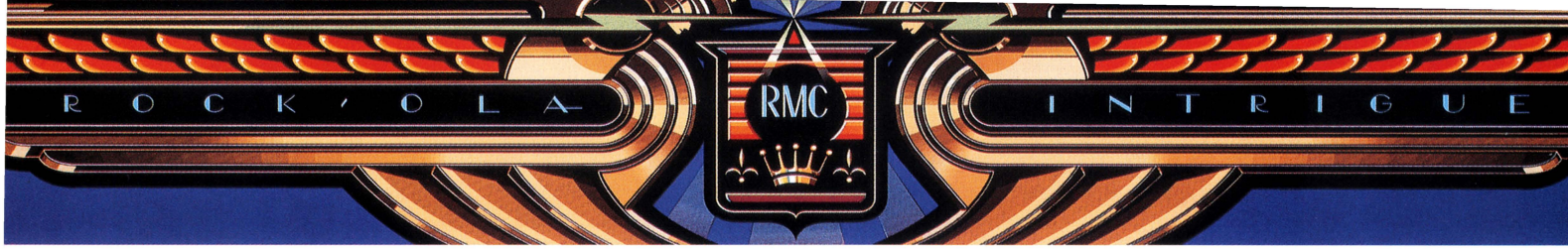
Now here's my point. Lakeside Toyota and Mossy Oldsmobile know that they are not selling anything different than Royal Oldsmobile or Benson Toyota is selling. All have brand-new cars with floor mats, upgraded radios, and rear spoilers. They'll all more than likely negotiate a fair price. However, anyone who has ever dealt with the dealer from hell will never again overlook the importance of service after the sale. I know I was a little peeved when I went to pick up my Bronco and they couldn't get it started for me to take home. They actually told me that the starting problem was not on the work sheet. I guess it seemed rational to figure I'd want to tow it home!

I'd be more likely to buy from a dealer that, instead of saying, "Come here and buy the car of your dreams," said "Come here and service will be more than a dream."

The coin-op industry is not unlike the automobile industry. In the "Through the Looking Glass" column, Lazer-Tron's Ron Carrara told me that when he was young there were no car dealers. His dad would order a car and take the train to the factory to pick it up and drive it home. It wasn't long before the factories realized they needed representatives in various cities to deal with the customers. Dealerships sprang up like the proverbial mushrooms. In our industry, distributors are the dealerships. They are the service entities for manufacturers, the advisors to operators, and the middle man between the two. Manufacturers who opted to cut the distributor out of their marketing picture soon found themselves out of the industry.

Operators, too, are selling similar equipment. A location can get the latest hot game from about every operator in town and probably even a few out of town. So what sets them apart? Of course, you already know the answer to that. ▲

We want to hear from you about any of the articles in this issue or topics you's like to see. Phone: 504/488-7003; FAX: 504/488-7083; e-mail: (news@playmeter.com).



it's Bigger, it's Brighter, it's Better!

and it's True Blue Rock-Ola

INTRIGUE 8000

ROCK-OLA MANUFACTURING CORPORATION • Phone 847-928-2121 Fax 847-928-2128 www.rock-ola.com

"The Operators' Choice"

PLAY METER

RANKED #1 POLL**

Equipment Poll

VIDEO KITS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Fisherman's Bait *(Konami)*	8.56	56	7.83
2.	Area 51/Max Force Duo *(Atari)*	8.50	210	29.57
3.	Golden Tee '98 *(Incred. Tech.)*	8.46	144	41.74
4.	NFL Blitz *(Midway)*	7.63	460	56.52
5.	Area 51 *(Atari)*	7.49	1553	65.22
6.	Golden Tee '97 *(Incred. Tech.)*	7.43	626	48.70
7.	Golden Tee 3D Golf *(Incred. Tech)--tie*	7.42	1361	31.30
7.	Tekken 3 *(Namco)--tie*	7.42	789	62.61
8.	Zero Point *(GameVision)*	7.21	22	12.17
9.	Marvel vs. Capcom *(Capcom)*	7.02	192	37.39
10.	Police Trainer *(P&P)*	6.86	528	64.35
11.	Metal Slug 2 *(SNK)*	6.82	35	24.35
12.	Tournament Solitaire *(Dynamo)*	6.78	686	7.83
13.	Point Blank *(Namco)*	6.69	838	13.91
14.	Lethal Enforcers *(Konami)--tie*	6.36	1618	47.83
14.	World Class Bowling *(In. Tech.)--tie*	6.36	344	21.74
15.	Street Fighter Alpha 3 *(Capcom)*	6.33	✷	13.04
16.	Die Hard Arcade *(Sega)*	6.28	430	40.87
17.	Marvel Heroes vs SF *(Capcom)*	6.19	189	31.30
18.	Marvel Super Heroes *(Capcom)--tie*	6.12	382	21.74
18.	Strikers 1945 Part 2 *(Worldwide)--tie*	6.12	98	14.78
19.	Raiden II *(Fabtek)*	6.07	785	24.35
20.	Tekken 2 *(Namco)*	6.06	1037	40.87
21.	Bust-A-Move *(SNK)*	6.05	483	33.91
22.	19XX *(Capcom)--tie*	6.00	119	6.09
22.	Sharpshooter *(P&P)--tie*	6.00	7	9.57
23.	Aero Fighters 3 *(SNK)*	5.94	76	13.91
24.	X-Men vs. Street Fighter *(Capcom)*	5.92	333	33.91
25.	Surf Planet *(Atari)*	5.81	95	18.26
26.	Metal Slug *(SNK)--tie*	5.74	418	37.39
26.	Strikers 1945 *(Worldwide)--tie*	5.74	152	20.00
27.	Egg Venture *(ICE)*	5.70	10	20.00
28.	Raiden DX *(Fabtek)*	5.67	346	18.26
29.	Ehrgeiz *(Namco)*	5.62	21	11.30
30.	Beastorizer *(Namco)*	5.56	✷	7.83
31.	Raiden Fighters 2 *(Fabtek)*	5.33	26	18.26
32.	Bust-A-Move Again *(Taito)*	5.29	594	6.09
33.	Vampire Savior *(Capcom)*	5.14	✷	6.09
34.	Three *(Capcom)*	5.13	89	13.04
35.	Shock Troopers *(SNK)*	5.10	3	8.70
36.	S.F. III 2nd Impact *(Capcom)*	5.07	✷	12.17

VIDEO DEDICATED

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Time Crises II *(Namco)*	9.40	179	21.74
2.	House of the Dead *(Sega)*	8.70	785	32.17
3.	Tourn. 3D Golf *(Incred. Tech)*	8.03	824	28.70
4.	Maximum Force *(Atari)*	7.58	656	53.91
5.	Time Crisis *(Namco)*	7.32	1025	16.52
6.	Gun Blade NY *(Sega)*	7.28	929	15.65
7.	W. Class Bowl Tourn. *(Incred. Tech)*	6.70	5	8.70
8.	Radikal Bikers *(Atari)*	6.67	3	13.04
9.	Solitaire Challenge *(Dynamo)*	6.57	1473	12.17
10.	Virtua Fighter 3 *(Sega)*	6.40	154	4.35
11.	Virtua Cop 2 *(Sega)*	6.33	900	18.26
12.	Virtual On *(Sega)*	6.17	151	15.65
13.	Virtua Fighter 2 *(Sega)*	5.90	930	17.39
14.	Run and Gun 2 *(Konami)*	5.74	72	20.00

VIDEO SIMULATORS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	The Lost World: J. Park *(Sega)*	9.24	533	28.70
2.	Top Skater *(Sega)--tie*	8.54	764	20.87
2.	Cruis'n World *(Midway)--tie*	8.54	1132	58.26
3.	San Francisco Rush: Rock *(Atari)*	8.07	495	24.35
4.	Harley Davidson/LA Riders *(Sega)*	7.93	249	25.22
5.	Cruis'n USA *(Midway)*	7.85	2407	53.04
6.	California Speed *(Atari)*	7.80	242	40.00
7.	Off Road Challenge *(Midway)*	7.70	517	34.78
8.	Rapid River *(Namco)*	7.67	142	5.22
9.	San Francisco Rush *(Atari)*	7.65	955	26.96
10.	Daytona USA *(Sega)*	7.53	2542	40.87
11.	Home Run Derby *(ICE)*	7.50	388	8.70
12.	Alpine Racer 2 *(Namco)*	7.41	833	23.48
13.	Daytona USA Limited *(Sega)*	7.30	418	8.70
14.	Sega Super GT *(Sega)--tie*	7.29	512	6.09
14.	Wave Shark *(Konami)--tie*	7.29	317	6.09
15.	Tokyo Wars *(Namco)*	7.21	414	12.17
16.	Wave Runner *(Sega)*	7.13	721	13.91
17.	Kick-It *(Inter. Light)--tie*	7.00	172	4.35
17.	Motocross Go! *(Namco)--tie*	7.00	16	4.35
18.	Alpine Racer *(Namco)*	6.83	1338	10.43
19.	Aqua Jet *(Namco)*	6.67	511	5.22
20.	Manx TT *(Sega)*	6.60	630	13.04
21.	Cyber Cycles *(Namco)*	6.53	1026	16.52
22.	Winding Heat *(Konami)*	6.50	234	3.48

What the numbers mean:

Point Value—An average of the ratings that operators give each game they circle (on a scale of 3-10) on their Equipment Poll ballots.

Longevity Points—Awarded after compiling a list of the top 60 videos and pinballs (combined) and compiling the top 60 redemption games (all categories combined). The #1 game gets 60 points, the #2 game gets 59 points, on down to the #60 game that gets 1 point. The higher the longevity points the better the "legs" of the game.

Percentage of Response—Amount of respondents who rated the games; another barometer of game success.

✷ New or reappearing games ✷✷Play Meter 1997 Reader Survey

QUICKSILVER™ ArcadePC

QUANTUM3D

This Changes Everything...

...that's why coin-op industry leaders Opus Entertainment™ and Lazer-Tron™ have chosen Quicksilver™ as the foundation for their awesome machines. With great games from id Software™, Gremlin Interactive™ and Sony® Computer Entertainment, Quicksilver delivers on the promise of PC-based coin-op.

Quicksilver was designed for low-cost, high-performance and reusability. So you can buy a new Quicksilver-based dedicated game cabinet like Actua Soccer™ II, Quake™ Arcade Tournament Edition, or Cardinal Syn™ -- or with the JAMMA-compatible Quicksilver Legacy Kit, you can easily retrofit any cabinet on your route with the latest ArcadePC games. And with its Intel® Pentium-II™ processor and Obsidian2™ realtime 3D graphics accelerator, Quicksilver has power to spare -- so you're ready to drop in the latest ArcadePC game CD and crank up your earnings.

Rugged and reliable, Quicksilver is the only PC built tough enough to withstand the harsh environment of FECs and arcades. Quicksilver is FCC, UL and CE certified. Plus, Quicksilver *is* the Intel® Open Arcade Architecture (OAA) reference standard for ArcadePC systems -- so you know you're buying quality that's built to last.

For more information on dedicated coin-op games and kits that use Quicksilver, contact our partners...

OPUS ENTERTAINMENT

9 The Street
Ashstead
Surrey
KT212AD
UK

Phone: + 44-1372-2702870
Fax: + 44-1372-270220
www.opusent.com

LAZER-TRON
LIGHTYEARS AHEAD!

4430 Willow Road
Pleasanton, California
94599 - USA

Phone: 510-460-0873
Fax: 510-460-0365
www.lazertron.com

Seeing is believing!

Check out the latest in ArcadePC games at AMOA. Stop by the Quantum3D booth (#772) or the Lazer-Tron booths (#456 & #462) and find out how Quicksilver can help your locations earn some serious silver... quick!

If you're a coin-op system manufacturer or a game developer and you want more info on Quicksilver, hit the Quantum3D webpage at http://www.quantum3d.com or call us at 408-919-9999 and ask for Susan Hopp.

Check out the latest in 3D games for Quicksilver-based systems from the leading ArcadePC developers:

QUANTUM3D

Gremlin

id

HYPER WARE

LBE Systems

3DFX

intel inside
pentium II

"The Operators' Choice"

PLAY METER

Equipment Poll

REDEMPTION

ALLEY BOWLERS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	ICE Ball *(ICE)*	8.75	959	6.96
2.	Basket Fever *(Bay Tek)*	7.80	596	4.35
3.	Pro Striker *(Design PLus)*	7.60	340	4.35
4.	Willy B. Stinky *(Bay Tek)*	7.20	427	4.35
5.	Skee-Ball Lightning *(Skee-Ball)*	6.83	1056	10.43

SPORTS GAMES

1.	Hoop Shot *(ICE)*	7.00	380	7.83
2.	Super Shot *(Skee-Ball)*	6.83	920	10.43
3.	Full Court Fever *(ICE)*	6.73	850	9.57
4.	Full Court Frenzy *(ICE)*	6.69	521	22.61
5.	Shoot to Win *(Smart)*	6.60	707	17.39
6.	Hoop It Up *(Atari)*	6.36	1089	21.74
7.	UB-QB Football *(Skee-Ball)*	5.57	127	12.17
8.	Slugfest *(Williams)*	5.35	7	17.39
9.	Arm Champs *(Jaleco)*	5.29	232	6.09
10.	Rage 'N Cage *(Skee-Ball)*	5.25	308	3.48

CRANES/ROTARIES

1.	Rainbow *(Rainbow)*	9.00	1363	8.70
2.	Clean Sweep *(Smart)*	7.66	1213	27.83
3.	Lax *(Noel Industries)*	7.57	118	12.17
4.	Classic Watch Crane *(Smart)*	7.42	1036	10.43
5.	Big Choice *(Fun Merchants)*	7.40	818	13.04
6.	Skill Crane *(Grayhound)*	6.91	436	9.57
7.	Showcase *(Smart)*	6.75	139	3.48
8.	Jumbo Crane *(Grayhound)*	6.60	740	8.70
9.	Snack Attacker/Challenger *(AGE)*	6.50	620	3.48
10.	Sports Bus *(ICE)*	6.25	3	3.48
11.	Candy Crane *(Smart)*	6.19	501	26.96
12.	Pit Stop *(Smart)*	5.50	144	3.48

CHILDREN'S GAMES

1.	Mini Dunx *(ICE)--tie*	7.13	379	6.96
1.	Shoot To Win! Jr. *(Smart)--tie*	7.13	889	6.96
2.	Toss Em *(UETD)*	6.50	268	3.48
3.	Smart Toss Em *(Smart)*	6.40	788	4.35
4.	Feed Big Bertha *(Smart)*	5.63	309	16.52
5.	Awesome Toss 'Em *(Lazer-Tron)*	5.20	126	4.35
6.	Skee-Toss B.C. *(Skee-Ball)*	5.17	28	10.43
7.	Hightops *(Skee-Ball)--tie*	5.00	212	4.35
7.	Hungry, Hungry Hippos *(ICE)--tie*	5.00	26	5.22

ROLL DOWNS

1.	Spin To Win *(Lazer-Tron)*	6.94	978	15.65
2.	Jungle Rama *(Lazer-Tron)*	6.00	427	4.35
3.	Roll Down *(Bay Tek)*	5.83	82	5.22
4.	Tic-Tac-Toe *(Skee-Ball)*	5.75	46	3.48
5.	Clown Roll Down *(Bay Tek)*	5.45	197	9.57

NOVELTY

1.	Cyclone *(ICE)*	9.20	1936	38.26
2.	Surfin' Safari *(5 Star)*	8.83	700	5.22
3.	Cyclone Jr. *(ICE)*	8.67	1172	7.83
4.	Treasure Falls *(Planet Earth)*	8.61	1139	15.65
5.	Solar Spin *(Lazer-Tron)*	8.60	809	4.35
6.	Claim Jumper *(Benchmark)*	8.10	262	8.70
7.	Colorama *(Bromley)*	8.00	1444	12.17
8.	Round 'n Round *(Astro)*	7.83	1056	5.22
9.	Dinoscore *(Planet Earth)*	7.81	1611	18.26
10.	Turbo Ticket *(Exidy)*	7.00	30	3.48
11.	Prize Zone *(Lazer-Tron)*	6.80	384	8.70
12.	Pirate's Revenge *(5 Star)--tie*	6.60	367	4.35
12.	Super Solar Spin *(Lazer-Tron)--tie*	6.60	103	4.35
13.	Flip N Win *(Planet Earth)*	6.50	507	5.22
14.	Pop-A-Ball *(Coastal)*	5.71	84	12.17
15.	Dump the Ump *(ICE)*	5.63	120	6.96
16.	Cosmo Gang *(Data East)*	5.55	2	9.57
17.	Steer Crazy *(Fun Industries)*	5.50	198	5.22
18.	Simple Simon *(Sammy USA)*	5.40	131	8.70
19.	Killer T-Rex *(Smart)*	5.33	194	5.22
20.	Hop-A-Tic-Tac-Toe *(Data East)*	5.29	46	18.26
21.	Pop-A-Slot *(Coastal)*	5.20	311	4.35

COIN DROP GAMES

1.	Austin Powers *(Sega Pinball)*	8.60	86	4.35
2.	Big Haul *(Benchmark)*	8.48	1192	25.22
3.	Smokin' Token *(Seidel)*	8.14	1596	18.26
4.	Twister *(Lazer-Tron)*	7.43	217	6.09
5.	Wheel 'M In *(Bromley)*	7.31	1435	22.61
6.	Screamin' Slopes *(Midway)*	7.29	364	6.09
7.	Cut the Cheese *(Sega)*	7.21	716	12.17
8.	Pirate's Gold *(Lazer-Tron)*	7.00	268	3.48
8.	Roll For Gold *(Benchmark)*	7.00	413	8.70
10.	Addams Family Values *(Midway)*	6.63	365	6.96
11.	Aftershock *(Lazer-Tron)*	6.07	580	12.17
12.	Home Run Hitter *(CCI)--tie*	6.00	616	13.04
12.	The Mask *(Data East)--tie*	6.00	810	4.35
13.	Rock-N-Bowl *(Bromley)*	5.96	503	22.61

GUN GAMES

1.	Miner's Revenge *(Lazer-Tron)*	7.00	229	3.48
2.	Big Mouth *(Meltec)*	5.94	153	14.78
3.	Knock-Down *(Meltec)*	5.92	116	11.30
4.	Boom Ball *(Meltec)*	5.33	17	5.22

BOPPING/STOMPING GAMES

1.	Spider Stompin' *(Island)*	7.50	1322	6.96
2.	Circus Hi-Rise *(Skee-Ball)*	7.25	306	3.48
3.	Ribbit Racin *(Lazer-Tron)*	7.00	926	19.13
4.	Wacky Gator *(Data East)*	6.29	508	20.87
5.	Swamp Stomp *(Lazer-Tron)*	5.83	599	5.22
6.	Whac-A-Mole *(Bob's Space Racer)*	5.62	200	11.30
7.	Cracky Crab *(Namco)*	5.50	203	5.22

***Play Meter 1997 Reader Survey*

Nothing stops traffic Like a Bus!

42"L x 42"W x 78"H
470 lbs.

ICE Cranes...Bring new traffic to your route!

- First & Only full-metal, epoxy-powder coated cabinet. Can be customized for your locations (theme, colors and graphics).
- Crane Assembly can be installed or removed in less than 30 seconds-No tools required.
- Crane Uses Only Electronic Switches.
- Rear prize door allows Full-Front plush display.
- Available in Joystick, joystick and buttons, or only buttons control panel.
- Prize Counter.
- Extra Capacity playfield for high-volume locations.
- 3-point door locking system for the ultimate in security.
- Micro-track harnessing.
- Low-voltage DC motors for safe and reliable use.
- Weatherproofing available for outdoor use.

Can be seen at the following location:
MARS 2112
1633 Broadway
NY, NY 10019

ICE
Innovative Concepts in Entertainment, Inc.
10123 Main Street • Clarence, NY 14031
Phone: 716-759-0370 • Fax: 716:759-0390
E-Mail: play@icegame.com

TOKEN DISPENSERS FROM HAMILTON

HAMILTON Mfg. Corp. offers a wide variety of token and change machines from free standing, heavy duty models to small counter top models.

Model HSC3A with lighted top cover and base. 14,400 Token capacity.

- Several models and options from which to choose
- All will accept $1/$5/$10/$20 and Tokenotes®
- Easily programmed to dispense from 1 to 150 tokens
- All models are equipped with Hamilton's high quality components
- Audit data is easily accessed with Hamilton's optional AuditPro 2000, portable, hand held auditing system

HAMILTON

P.O. BOX 963
1026 HAMILTON DR.
HOLLAND, OH 43528
Tel: 419-867-4858
FAX: 419-867-4850
1-800-837-5561
http://www.hamiltonmfg.com

Please Call For More Information!

"The Operators' Choice"

PLAY METER

Equipment Poll

PRIZE VENDORS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Sports Arena *(Sammy USA)*	7.68	261	24.35
2.	Copy Cat *(Fun Industries)*	6.25	3	3.48
3.	Kick n Catch *(Fun Industries)*	4.86	1	6.09

PINBALLS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Medieval Madness *(Williams)*	8.31	616	33.91
2.	The Champion Pub *(Bally)*	8.00	90	6.09
3.	Attack From Mars *(Bally)*	7.53	1247	31.30
4.	The Addams Family *(Bally)*	7.23	3581	45.22
5.	Scared Stiff *(Bally)*	7.14	740	24.35
6.	Theatre of Magic *(Bally)*	7.12	1431	37.39
7.	Viper Night Drivin' *(Sega)*	6.92	152	10.43
8.	Arabian Nights *(Williams)*	6.83	570	20.87
9.	Junk Yard *(Williams)*	6.78	334	23.48
10.	Star Trek: TNG *(Williams)*	6.63	1745	35.65
11.	World Cup Soccer *(Bally)*	6.60	1055	30.43
12.	X-Files *(Sega)*	6.57	126	20.00
13.	No Good Golfers *(Williams)--tie*	6.50	145	17.39
13.	Twister *(Sega)--tie*	6.50	308	3.48
14.	Cirqus Voltaire *(Bally)*	6.32	60	16.52

COUNTERTOPS

1.	Megatouch XL *(Merit)*	8.75	903	47.83
2.	Megatouch 5 *(Merit)*	7.79	493	33.04
3.	Touchmaster *(Midway)*	7.59	771	25.22
4.	Megatouch IV *(Merit)*	7.32	1231	32.17
5.	Concorde 2 *(JVL)*	6.79	49	12.17
6.	Megatouch Tournament *(Merit)*	6.75	790	3.48
7.	Global Touch HD *(Micro)*	6.63	17	6.96

QUESTION OF THE MONTH

What is your most popular bulk vending machine?

1st--Machine-O-Matic
Runners-up: A & A Co./Parkway, Gizmo Distributing, Peninsula Vending, Toy 'n Joy

In order to accommodate the influx of new games on the ballot we have discontinued the Classic Video category. All-time favorites such as *Ms Pac-Man* are universally recognized and will always have a dedicated following. We applaud the impact these classics have had on the industry; they have earned a place in the Coin-Op Hall of Fame.

Due to the popularity of the new Prize Vendors we have added a category for that equipment.

ASK US

C.A. Robinson

& Company

FALL SHOWS

Southern California

LOS ANGELES

Friday- September 25th • 9:00AM to 4:00PM • Lunch will be Served

2891 W. Pico Blvd.
Los Angeles, CA 90006
fax: 213-735-7322
(213) 735-3001

Northern California

S. SAN FRANCISCO

Wednesday- September 23rd • 9:00AM to 4:00PM • Lunch will be Served

180 Utah Ave. • So. San Francisco, CA 94080
fax: 650-558-8538 • (650) 871-4280

Game Developers Conference coverage welcome

I was thrilled to see your thorough coverage of the Game Developers Conference in your June issue. Your editor's decision to devote several pages to news from the event validates the conference's cross platform position and demonstrates that there's a lively dialogue to be had between the developers and publishers of PC/console games and the arcade industry. I hope the show continues to attract your attention.

I also enjoyed your Web site and hope to return to it often. Since you've shown that the developers are an increasingly important part of the industry you cover, would you consider linking to the conference (www.gdconf.com) on your site under Industry links? Gamasutra, our informational site for developers, at (www.gamasutra.com) is another possible link that might interest you.

Once again, thanks for your insightful coverage of the GDC and the games industry at large. I look forward to reading your magazine on a regular basis.

Jennifer Pahlka
Director
Game Developers Conference

Editor's note: Thanks for the kind words. It was a pleasure, and a bit overwhelming, covering the Game Developers Conference, but most worthwhile. Those of us in the coin-op amusement business should be aware of what's up in the consumer end. We have added your Web sites to our Industry links so everyone can experience another side of the industry. For those interested, I'd like to mention that the next GDC is March 15-19, 1999 in San Jose.

Mexico situation

Things down here have gone from bad to worse. The assemblyman who first proposed and won the passage of the bill prohibiting the entry of minors in arcades, David Sanchez Camacho, has redoubled his efforts and is now proposing a complete ban on some of the more violent games and those which have any kind of sexually oriented content.

This includes those classified in the Parental Advisory Disclosure Messages as Life-Like Violence (strong and mild) and Sexual Content (strong and mild). Needless to say, this will have a strong impact on the earnings of operators—both large and small—not to mention the issues of censorship and constitutional rights to freedom of choice and freedom of expression.

Unfortunately, in our society there has been very little history of public opposition to "bad" or unconstitutional laws. Therefore, there is no existing infrastructure such as the American Civil Liberties Union (ACLU) and such to help us with our fight.

Additionally, the industry is highly fragmented, with a sometimes strange set of associations based on temporary political and monetary benefit, which pits the video game operators, distributors, and associations against each other.

This has left us unable to present a concerted effort with a united front to combat these initiatives and laws that threaten everyone in the industry. An interesting point to make here is that the arcade world here is also highly stratified. There are strong, monopolistic distributors which control, absolutely, the legal distribution of certain titles in the whole country with no competition. On the other side of the coin are the many (estimated at over 10,000 families in Mexico City alone) small route operators.

This has led to the proliferation of gray market sales (parallels and copies) due to the artificial scarcity the distributors sometimes create and, more importantly, to the prices they set on the games. A recently released title cost $900 U.S. dollars (a staggering amount for a cash-strapped Mexican route operator to pay for a single title). The same game sold at about $450 U.S. dollars in its 1997 release.

As a matter of fact, there are veiled rumors from good sources that some strong distributors make, import, or buy locally-made gray market products and sell them as original games. These sales are obviously not reported to the licensor, thus generating even more income for distributors and less for the legitimate owner of the game title.

A very large problem in this country is that of theft of PCBs. This has reached extremely high proportions in the last few years. This is a problem, especially for the small route people who are those with fewer than 20 machines. (The majority own and operate fewer than eight machines in their own neighborhoods.)

Due to the social and economic realities of Mexico, small

Redemption "The Right Way" for AL, AR, FL, GA, NC, & TX

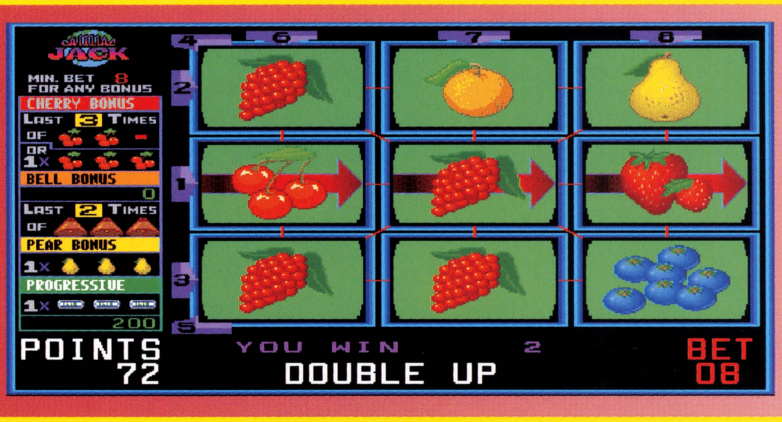
NEW GAMES FROM CADILLAC JACK

FUNNY FRUIT

- Hot new game!
- 5 ways for players to win
- Progressive Jackpot
- Exciting Bonus Round
- Easy to use on screen menus

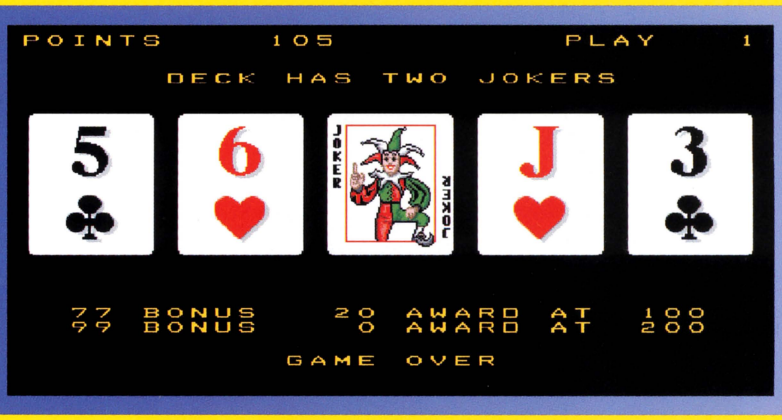
TRIPLE PLAY

- Players choose which game they play
- Three choices... Fruits, Animals, or Texas symbols
- Great bonuses and progressive jackpot



SUPER 97

- Awesome Poker game
- Raise feature
- 7's and 9's bonus
- Players choose from 4 types of cards
- Fully operator adjustable



CADILLAC JACK, INC.
1804 I Montreal Court
Tucker, GA 30084
(770) 908-2094 • 1-800-684-4263

ON THE WEB
www.CadillacJack.com
e-mail: cjack@mindspring.com

1-800-684-4263

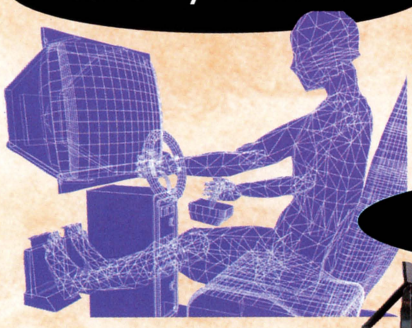
STREAK
TECHNOLOGY INC.

Our services are designed for your individual needs.

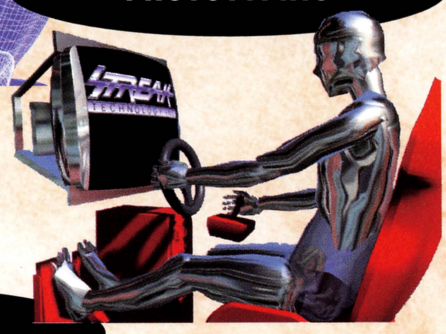
SERVICES:

- Custom Design
- Turnkey Manufacturing Services
- Complete Systems Integration

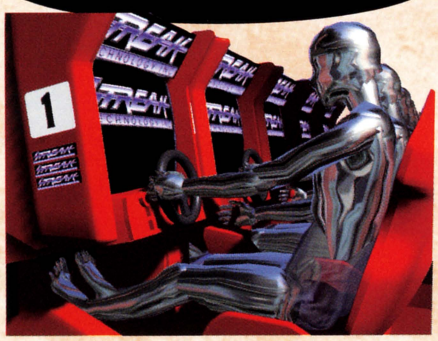
CONCEPT/CAD DESIGN



PROTOTYPING



PRODUCTION



Located in the HEART of Silicon Valley

E-mail address
info@streaktechnology.com

Streak Technology Inc.
2213 Ringwood Avenue
San Jose, CA 95131

Web Site
www.streaktechnology.com

Phone:
408 432-1613

Fax:
408 432-3062

route operation has become one of the only realistic alternatives for certain groups of people like those with disabilities (no government programs exist for them); older people (it's hard to find a job if you're over 40); single mothers (companies just won't hire them); and retired folks (retirement income is only about $95 per month and no food stamps or other help exists).

The law, as is, and especially the proposed amendments, will specifically hurt small operators because the law will absolutely prohibit the placement of any sort of video game in small pharmacies, small convenience stores, and any business with less than 120 square meters of operating area. Small route operators depend on this sort of small location to place their machines.

The opposite may be true for the distributor/operators, for whom this law may turn out to be a godsend (if the absolute ban is not implemented) because as logic dictates, the elimination of the small route operator and the stipulation that games be operated only in the larger "mega-arcades" will provide (another) monopoly for the large, economically powerful interests.

Unfortunately, the very same people who are the economically and politically strongest members of our diverse community are the sole contact between the Mexican arcade video game industry and the rest of the arcade world.

The small operator has begun an uphill battle for his existence. Obviously, the odds are against them. The very fact that the law is moving towards the elimination of small operators and the imposition of the large arcade as the only legal place to access video games is telling. To wit, in the very brief period between the proposal for the law and its official implementation, the legislators only spoke with the large politically well-connected distributors/operators and their representatives. To date, the small route operators have not had a hearing in many cases, having the door literally slammed in their faces.

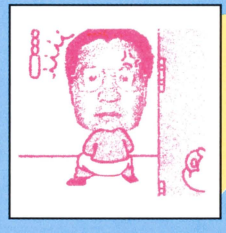
If anyone is interested in more, or more specific information please contact me at (ruizric@hotmail.com). ▲

Ricardo Ruiz Santana
Mexico City, Mexico

STAMP FAN

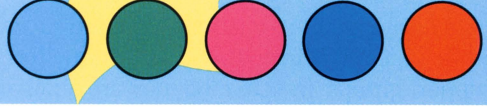
PERSONALIZED STAMP MAKER

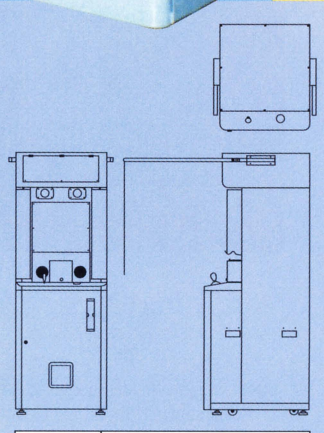
SAY CHEESE!



- All it takes is **10 seconds!**
- Outputs a quality **300DPI** image
- Fun for all ages
- **90 fun patterns** to choose from
- Can be used over 200 times
- Choose from **5 popular colors:**
  Blue, Light Blue, Orange, Green, and Pink

***5 DIFFERENT COLORS TO CHOOSE FROM !!**





DIMENSIONS	W : 660mm
	D : 780mm
	H : 1950mm
WEIGHT	286 LB. (aprox.)

For more information please contact:

VIDEO SYSTEM

VIDEO SYSTEM U.S.A., INC.
11155 KNOTT AVE., SUITE F
CYPRESS, CA 90630
Phone (714) 894-3355
Fax (714) 894-3105

Represented by

BULLDOG AMUSEMENTS INC.

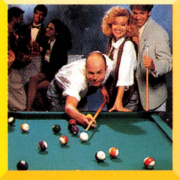
18338 REDMOND WAY, REDMOND, WA 98052
Phone (425) 869-6400
Fax (425) 869-8401

18.–21.11.98
Fairgrounds Frankfurt/Main

ima
Internationale Fachmesse Unterhaltungs- und Warenautomaten
International trade fair for amusement and vending machines

bsi
BILLARD- UND SPORTSPIEL-INNOVATIONEN
BILLIARDS ANS SPORTS GAMES INNOVATIONS

The trade fair for Europe and the world right after the big trade fairs in Japan and America.



Find what you've been looking for at our show!

VDAI

VDAI Verlags- und Messegesellschaft mbH
Reuterstraße 159 · D-53113 Bonn
Tel. +49 (0) 2 28 – 22 06 73
Fax +49 (0) 2 28 – 22 29 16

Miller Freeman
BLENHEIM HECKMANN GmbH
Völklinger Str. 4 · D-40219 Düsseldorf
Tel. +49 (0) 2 11 – 90 19 1-134 · Fax-127

Internet: http://www.ima-messe.com

Take the time to renew

Imagine a marriage in which, following the wedding day, the husband and wife never again say those special words, "I love you." No more hugs, gentle strokes, attentive listening, compromises without hard feelings, or genuine concern for what makes the other person happy.

How long can such a relationship last, bereft of the nurturing and kindness needed to keep us going in this world? About as long as a newly purchased plant left out in the blazing 95-degree heat for days without water. About as long as a jukebox can produce revenue without changing any CDs for six months.

Just as on the personal side, neglecting to nurture relationships with locations can spell disaster. Remember how you wanted that location in the first place? The same can be said for those early years in the business, struggling to get established, doing so many jobs yourself. The thirst for information on ways to improve and expand were a top priority.

The fall schedule of trade shows is a good time to recapture some of that enthusiasm and renew in terms of seeing industry friends, sampling new products for yourself and observing others playing them, and stopping in for helpful seminars. The seminar program for AMOA Expo '98 looks particularly good this year with technology topics at the forefront (see our special AMOA section for the schedule). There's no better way to stay abreast of changes that will surely have an impact on your daily business...soon, if not already.

Recently, I was surprised to hear some operators say they did not plan to attend shows. They could see all the games later at a distributor open house, they reasoned. The same apathy can be seen when it comes to the parental advisory system for labeling games that may be objectionable for some of our young customers. The labels don't cost a penny; they are readily available at no charge. One operator told me: "The stickers will make some people happy. New games that have them built-in, it's fine. But I'm not taking special efforts to add stickers to my older games."

One distributor told me that he had not had a single request for labels to place on older games. It doesn't seem to be a great concern, but it should be. Only in a crisis situation, when the government cracks down, will it become relevant. Preventing this from happening should be at the top of everyone's list.

That list is getting pretty big, you might say, like the list of household chores Dagwood Bumstead tries to avoid. It all goes together—staying informed, experiencing first-hand, and doing everything possible to present your company in the best light in your community.

Whether you commiserate and exchange horror stories, or share successes (there are some) at trade shows, time away from the usual routine has its benefits. Call the shows giant support groups. In actuality, they are an investment in the future of your business. ▲

Bonnie Theard
Managing Editor

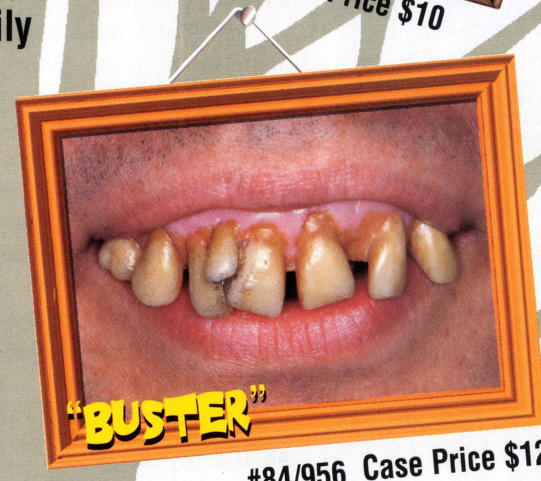
BITE THIS!

WANNA PUT A NEW SMILE ON THAT TIRED, OLD FAMILY TREE??

Our custom-fit, hand-crafted dental appliances (teeth) will make a great impression on *everyone!* They'll add that touch of class to your stage productions, blind dates, dental appointments, job interviews, meeting the in-laws, family reunions and of course, that first day of class!

#84/954 Case Price $10

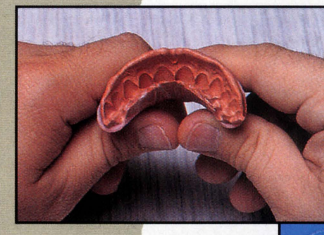
#84/955 Case Price $12



#84/956 Case Price $12

#84/953 Case Price $10

*Our teeth are custom fit, hygienic, special effect dental appliances designed to comfortably conform to fit your mouth in only **5 Minutes.** Our choppers are constructed of actual denture material for realism and durability.*



Quality clam-shell packaging ready to display in either your redemption case or on your slat wall.

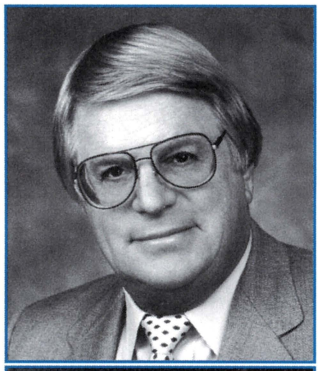
Call for pricing on quantities less than Case Pack (72 Pcs).

ORIENTAL TRADING CO., INC.

PHONE: 800.228.8884 **FAX: 800.228.1002**
INT'L PHONE: 402.596.2660 **INT'L FAX: 402.331.3749**

http://www.oriental.com/redemp

#NC34 © Oriental Trading Co., Inc. (FRAMES NOT INCLUDED)



New era dawns for AMOA

Search underway for executive director

After a 13-year relationship with Chicago management firm Smith, Bucklin, the Amusement and Music Operators Association's executive committee has unanimously voted to establish its own dedicated staff to conduct the administrative functions of the association.

AMOA president Don Hesch explained, "We have enjoyed our relationship with Smith, Bucklin and we are parting on amiable terms. In fact, we have invited Smith, Bucklin to bid on our 1990 AMOA Expo. We are returning to the method of operation used by the association during its first 37 years of existence when AMOA had an independent staff."

AMOA will utilize the expertise of Bob Fay, executive director of the American Amusement Machine Association, as an interim consultant to assist AMOA through the transition. AMOA plans to have an executive director and staff in place right after the AMOA International Expo this month.

According to Hesch, this is considered another positive step in restructuring the association's functions. Hesch emphasized that "there is no intention of combining associations."

Hesch added that he hoped the process would enhance opportunities for both associations to work closely together for the overall advancement of the coin-op industry.

AAMA president Mike Rudowicz said, "We are delighted to assist AMOA by enabling Bob to act as a consultant in this endeavor. The process will continue to strengthen the alliance our associations established earlier this year in the cross promotion of our respective trade shows."

Fay remarked, "I welcome the opportunity to work with the AMOA board of directors and to offer guidance in the establishment of an independent AMOA staff."

PHOTOS TOP: Don Hesch MIDDLE: Mike Rudowicz BOTTOM: Bob Fay

Travel out of this world at Mars 2112

Starship captains the likes of Picard, Kirk, Sisko, and Janeway would all feel at home on the corner of 51st and Broadway in New York City, N.Y., at the new 40,000-square-foot entertainment complex named Mars 2112.

The last place you would expect to find wormholes and outer space adventures is Times Square. But that's exactly what Mars 2112 brings to the vicinity, which has been undergoing a revitalization and gradual makeover into a location-based entertainment area.

Mars 2112 opened Aug. 4 for a preview, then welcomed the general public Aug. 5. Deith International Operations is a joint venture partner in the project that features a restaurant with Martian libations and the Cyberstreet amusement area that offers the latest deluxe video product available today such as a *Daytona Special* with overhead monitors.

"We hit the WOW factor," said Simon Deith, owner, president, and CEO of Deith International Operations. "In fact, we have had more than a couple of WOWs. The nice thing is that no one has explored this area and space is so hot at the moment Mars 2112 is a very cool place."

The center is themed around the planet Mars, which scientists consider to have the best atmosphere to support human life, if it could only be warmed up. The temperature on Mars is more than chilly.

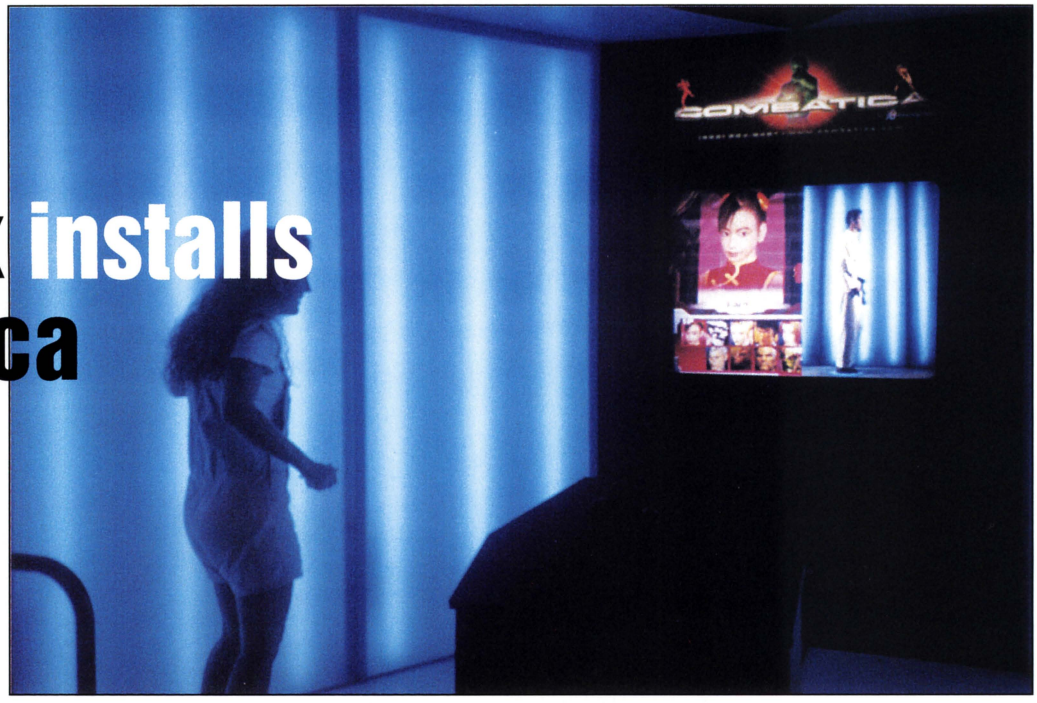
The temperature at Mars 2112 is decidedly warmer. Customers go to a departure area, then a simulator that takes them to the planet. Two simulators hold 22 visitors each.

"The reality of the flight is incredible," said Deith. It's amazing—people cannot believe what they see. There's nothing like this place."

Everything is done in red rock. Women are the ruling class on this planet, and spacesuit-clad ladies greet earthlings as they land. An empress of Mars also mingles with the crowd. The restaurant has a wide range of tasty offerings and an in-house microbrewery.

Can additional locations be far behind? "The time is right," said Deith. "We want to open quite a few more in the United States and overseas as well. We have a very aggressive expansion program."

Holoplex installs Combatica



Combatica by Holoplex

Holoplex of Pasadena, Calif., manufacturers of the Combatica interactive fighting game that came upon the scene at ASI this spring, reports that eight Combatica units have been installed throughout the country and another 25 are scheduled to be in place this month.

One of the Combatica units is located in The Great Escape family entertainment center at Boomtown Casino in Harvey, La. (see "FEC Focus," page 74 this issue).

Combatica is a real-life combat arena-style game that relies on the player's movements. When players kick, punch, or jump, so do their game characters. Combatica measures 170 inches wide by 144 inches deep by 97 inches tall. It includes twin cameras hidden inside the central console, which also houses the coin/bill acceptor unit.

This is how Combatica works: One camera is aimed at each of two players as they stand on a marked spot on the arena floor. These cameras prepare for game play by measuring the players and creating a still image of each one. When the game begins, the cameras feed moving images into a computer that contains a gesture-recognition chip, part of the ThunderCam Gesture Recognition Technology at the heart of Combatica.

The chip compares the player's motion with his previously taken still picture, figures out what movement has just occurred, and translates the player's physical kicks, punches, jumps, and crouches into joystick and button instructions. It then inputs that data into the video game's PCB so the screen characters visually duplicate the physical acts of each player. Characters can engage in virtual kicking and boxing contests on the oversized monitor even though the players are separated by several feet and in reality only kick and punch the air.

The second-party game software does not need any modification under this system, nor is any licensing required. Combatica works like any other universal video game cabinet. Despite its attraction-style nature it is self-operating and requires no on-site attendant.

Holoplex is preparing follow-up software so operators can update units in the field with new titles by buying a kit that contains the original factory PCB and a new gesture recognition chip.

Service requirements to date have been minimal, according to the company, and Holoplex intends to handle all service needs by shipping replacement chips and components. For more information, contact Kevin Blagoi, (626)584-8451; fax (626) 584-8455.

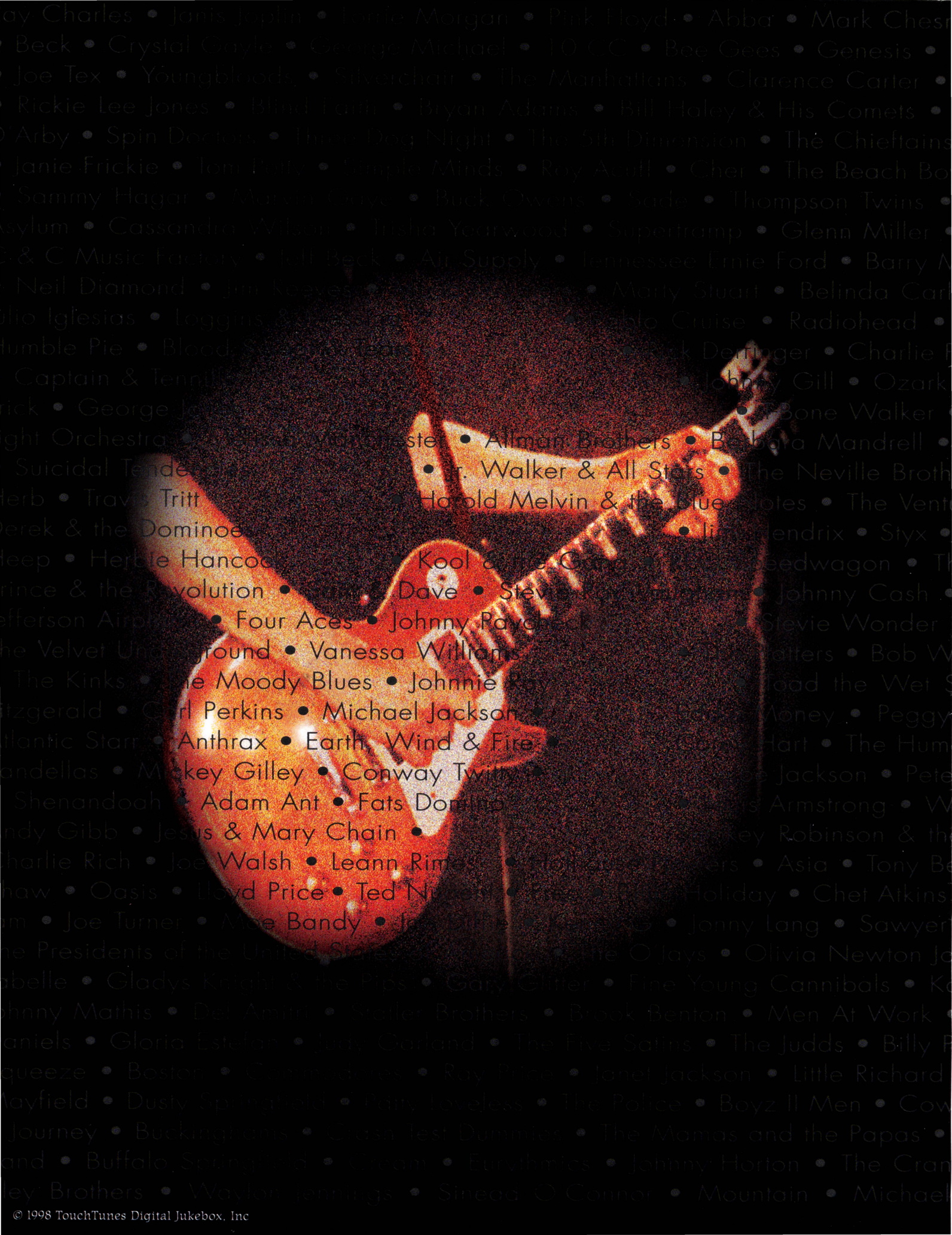
Classic video buffs attend reunion

It was bound to happen—a reunion for home game system pioneers and players. On Aug. 21 many of the early game creators and marketers gathered in Las Vegas to attend the 1st Annual Classic Video Game Show and Exhibition, dubbed "World of Atari '98" in honor of show producer Rich Tsukiji who hosted World of Atari shows at the Disneyland Hotel in Anaheim, Calif., in the mid- to late- '80s.

The event included exhibits and activities such as a licensed, bonded game collectors auction conducted by USA Auctions' Scott Warshaw, the man behind the Atari 2600 versions of Yar's Revenge, E.T., and Raiders of the Lost Ark. Among the attendees was Bill Kunkel, co-founder of *Electronic Games Magazine*. Before the show Kunkel said, "We'll talk, we'll remember, and we'll laugh. You can't beat that with a *Whac-A-Mole* mallet!"

The show was open to the public and represented the first gathering of the retro-game elite, said show organizers. The host facility was the Holiday Inn Boardwalk Hotel and Casino, which was turned into a living museum of early video.

Donald Thomas Jr., former Atari consumer services and marketing director, commented: "Classic game playing is not just a pastime for those who remember a different kind of game experience. It is also not just a hand-me-down experience for a younger crowd. It has evolved into a phenomenon that contemporary publishers and distributors too often ignore. If you want to know what core game elements sell best, you have to have an appreciation for the history of the classic games that established the industry."


• Allman Brothers •
• Walker & All Stars •
• Harold Melvin & the Blue
• Kool &
• Dave •
• Four Aces • Johnny
• Vanessa Williams
• Moody Blues • Johnnie
• Carl Perkins • Michael Jackson
• Anthrax • Earth, Wind & Fire •
• Mickey Gilley • Conway
• Adam Ant • Fats
• Jesus & Mary Chain •
• Joe Walsh • Leann
• Lloyd Price • Ted
• Joe Turner •

© 1998 TouchTunes Digital Jukebox, Inc

Just Pick It.

Do we have the music? You tell us.

TouchTunes®
DIGITAL JUKEBOX, INC.
1-888-338-JUKE

Vending pros travel to NAMA National

Vending professionals will gather Oct. 15-17 at the Lakeside Center at McCormick Place in Chicago, Ill., for the National Automatic Merchandising Association (NAMA) National Expo. The event promises an opportunity to meet with suppliers, evaluate products, and learn about the latest vending technology.

Channing Hayden

New at the Expo this year will be round table networking sessions and an extended education program free to all attendees. Educational seminars are arranged on five levels: fundamental, intermediate, advanced, general interest, and four specifically for office coffee service.

Under general interest, The Hudson Institute, which authored NAMA's last major study, will conduct a two-and-a-half-hour panel discussion to look at the future of the vending industry.

A notable session in the advanced category is "Make Your Own Roadmap: Effective Planning for the Small Business," presented by Channing Hayden, *Play Meter* contributing writer who authors the "Management" column. Hayden will cover the key elements of developing a sound business plan in today's business environment.

A variety of other topics will be covered, including "Finding and Keeping Good People" (advanced), the three-part "Vending 101: the Basics of Vending" (fundamental) "Know Your Customers—Build Your Profits" (general), "Security Beyond the '90s" (general) "Drive Up Your Profits: How to Structure a Vending Route" (intermediate) and "Don't Get Bit by the Millennium Bug: What You Need to Know About Year 2000" (general). There are 28 sessions in all.

The annual meeting will feature comments from NAMA chairman G. Michael Cronk, an awards ceremony, and the election of new directors.

The annual banquet and show will feature the queen of Country, Loretta Lynn, Sat., Oct. 17. The Spouse Program offers a visit to Eli's Cheesecake World Bakery (Oct. 15), a daytime cruise along Lake Michigan aboard the Odyssey II (Oct. 16), and a lunch at the Signature Room and shopping on Michigan Avenue (Oct. 17).

For more information on the Expo, call NAMA, (312)346-0370. For travel arrangements, contact the NAMA Travel Desk, (800)666-6756.

Midway debuts *NFL Blitz '99*

Midway Games introduces *NFL Blitz '99*, a follow-up to its popular *NFL Blitz*. The new game made its way into locations at the end of August with all-new plays, updated rosters, superstar rookie players, secret codes, new stadiums and animations, and more features that make the game stand out from the original.

According to the company, each *NFL Blitz '99* will have a Nintendo card reader built into every game, both dedicated and kit models. The card reader will allow players to create plays on the Nintendo 64 version of *NFL Blitz*, save them to a memory card, then use them in the coin-op *NFL Blitz '99* game.

This feature will provide unprecedented exposure for the coin-op game because *NFL Blitz* for the Nintendo 64 is expected to sell over 500,000 copies (some estimate over a million). Each of these games will advertise *NFL Blitz '99* coin-op on the packaging and in the game's instructions.

Officials at Midway expect that this will cause a major demand for the coin-op game as players try to use the plays they create at home in the new arcade version.

NFL Blitz '99 will be a four-player game where the original was for two players. This adds an element of teamwork as players work together on pass coverage, blitzing, and other football strategy. The multiple player feature adds to the collection potential.

Midway advises that kits to upgrade existing *NFL Blitz* games to *NFL Blitz '99* will be available at the same time as the dedicated game. The company recognizes that there are a lot of operators interested in updating existing *NFL Blitz* games in time for the NFL season, so it has moved up the release date of the upgrade kits that will bring *NFL Blitz* up to *NFL Blitz '99*.

TBS can turn ATMs into marketing tool

TBS First, the Tampa-based Automated Teller Machine manufacturer, offers a new NCR dual cassette used in an ATM marketing program called InstaMedia. This product enhancement allows retailers to use a traditional ATM as a marketing tool.

InstaMedia allows the customizing of advertising to fit unique needs and creates a new vehicle to increase in-location sales, engage in joint promotions with other locations, and gain a competitive advantage.

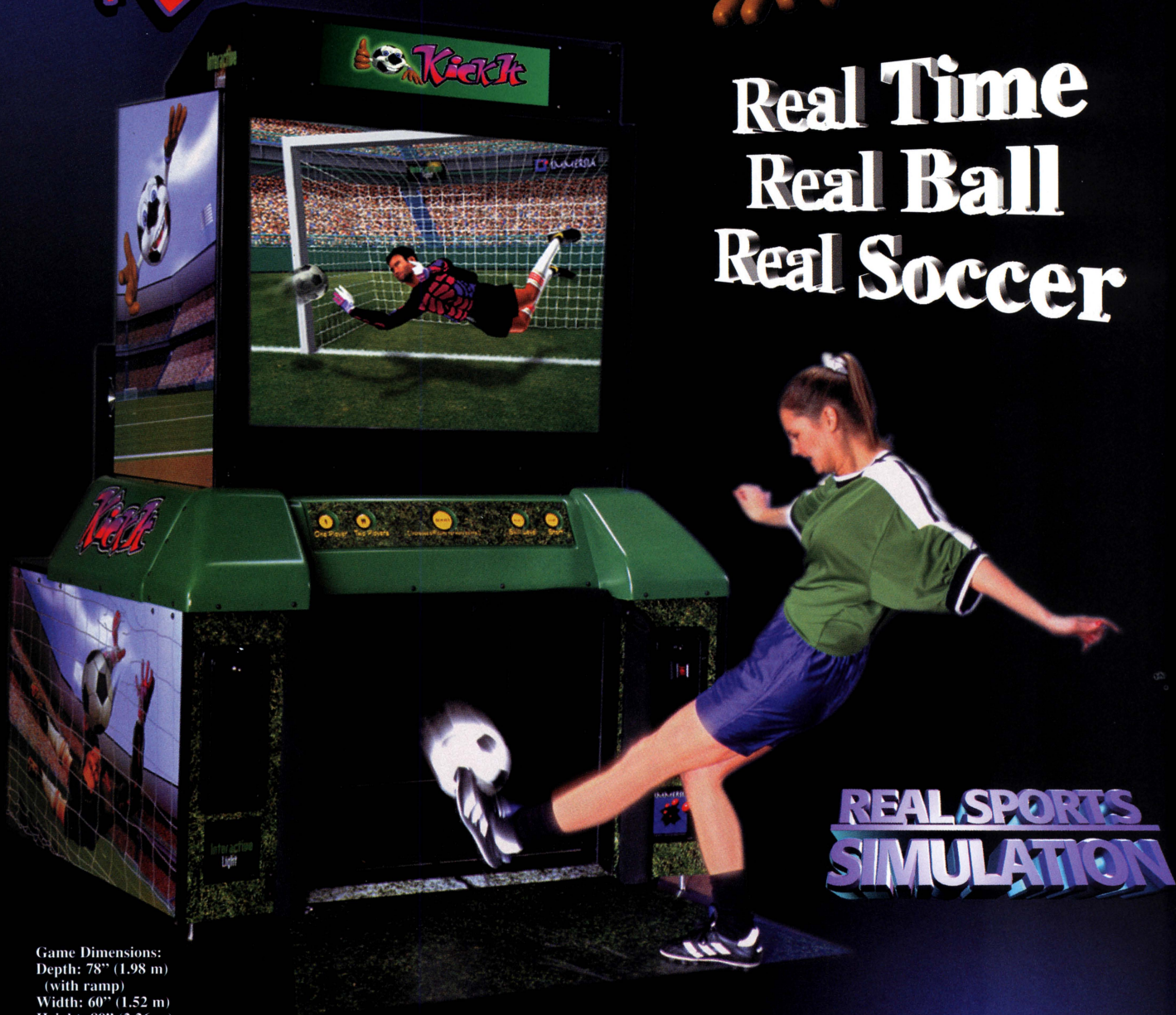
InstaMedia is supported by a two-dispenser cassette system manufactured by NCR, and is a solution for value-added benefits including the ability to offer coupons.

For more information, see the TBS First Web site (www.tbs-first.com).

From the people who brought you Pitcher's Duel™ & Power Home Run Derby™

Kick It™

Real Time
Real Ball
Real Soccer



REAL SPORTS SIMULATION

Game Dimensions:
Depth: 78" (1.98 m)
(with ramp)
Width: 60" (1.52 m)
Height: 89" (2.26 m)
(with marquee)
Weight: 965 Lbs. (438 kg)

Interactive Light

© Interactive Light Inc.
1202 Olympic Blvd.
Santa Monica, CA 90404
Toll Free: (800) 213-3752
Fax: (310) 452-7443
http://www.interactivelight.com
info@interactivelight.com

Software By
IMMERSIA

Contains
Interactives Light's
Smart Beam™
Sensor Technology

Megatouch approved for New Jersey

The Alcoholic Beverage Control (ABC) of New Jersey has approved Merit's *Megatouch XL 5000* and *Megatouch 5* games for distribution in New Jersey. A ban had previously been placed on these games in New Jersey, the only area that imposed such restrictions.

This change paves the way for New Jersey operators to benefit from placing these popular multiple game units that are available in countertop and upright models.

Merit vice president of sales Lou Rudolph commented, "*Megatouch* games have revolutionized the coin-op video game industry and we have been consistently ranked in the top five in trade magazine polls as well as several other prominent domestic and international publications. Merit received the AMOA 1997 Manufacturer of the Year award for its *Megatouch 5* and *XL* models, and was voted *Play Meter's* Best Countertop Game during the 1997 Operators' Choice awards for game excellence.

Merit president Peter Feuer explained, "It was a combination of the incredible popularity of the games in all global markets and the persistence of Merit, along with a team effort from distributors, operators, our sales force, and many New Jersey customers working in conjunction with the ABC which led to the release of these games. As you can well imagine, we are extremely pleased by the new decision and excited about working with our New Jersey customers to get them on board with the games as quickly as possible."

Merit's *Megatouch XL 5000*

Merit has prepared a support package for New Jersey customers that includes a complete financing program on new game purchases and free software upgrade kits for existing *XL* machines. Also, New Jersey customers will benefit from the fact that bill acceptors are now approved for *Megatouch* games as well.

However, Merit advises that there are still a few ABC restrictions and guidelines to follow. New Jersey customers are encouraged to contact a local authorized Merit operator or distributor, or contact the company's customer service department for more information.

Megatouch 5 and *XL* models offer a variety of card, quiz, sports, skill, strategy, trivia, and erotic game categories. Now New Jersey customers can enjoy the newest releases including a full trivia database upgrade, Mega-Link for head-to-head play between two separate games, and Quintzee—a version of the classic board game, Yahtzee.

For more information, contact Merit, (800)523-2760 or (215)639-4700; fax (215)639-9354; e-mail (sales@meritind.com), or Web sites, (www.meridind.com) or (www.scorpiondarts.com).

IAFEC to present 4th Golden Token awards

During the upcoming Fun Expo, Oct. 14-17 in Orlando, Fla., the International Association of Family Entertainment Centers (IAFEC) will present its 4th Annual Golden Token Awards to recognize excellence and creativity in family entertainment center marketing, promotion, design, or community service.

In addition to the Golden Token awards, the association presents supplier awards to recognize contributions by manufacturers, distributors, consultants, or service providers. Fun Expo exhibitors are also recognized with awards for excellence.

The eight categories for facility recognition are: most creative promotion, best use of logo, most creative birthday party package, best facility brochure, best community service, best new or renovated center, best advertising campaign, and best display of prizes.

Suppliers are recognized for best new product or facility element, best new redemption or novelty product, and best support/service. Booth awards at Fun Expo are in categories of 100 to 300 square feet and 400 square feet and above.

The awards committee is chaired by Karyn Gitler of CEC Entertainment, who commented: "We think it's important to showcase excellence in our business. Not only do the creators of these excellent and innovative programs deserve the recognition, we all need their example to learn from."

The deadline to submit entries is Fri., Sept. 25. Only IAFEC members are eligible for the FEC and supplier awards. Send entries to IAFEC, 36 Symonds Road, Hillsboro, NH 03224, or call (603)464-6498.

For details of IAFEC's recent board meeting, turn to "Association Meeting" on page 155 in this issue.

Free Spin® & Free Draw®

"Collectors Cards"
Vending Machines

We've Got It

WORLDS OF GAMES LLC
1-800-762-0015

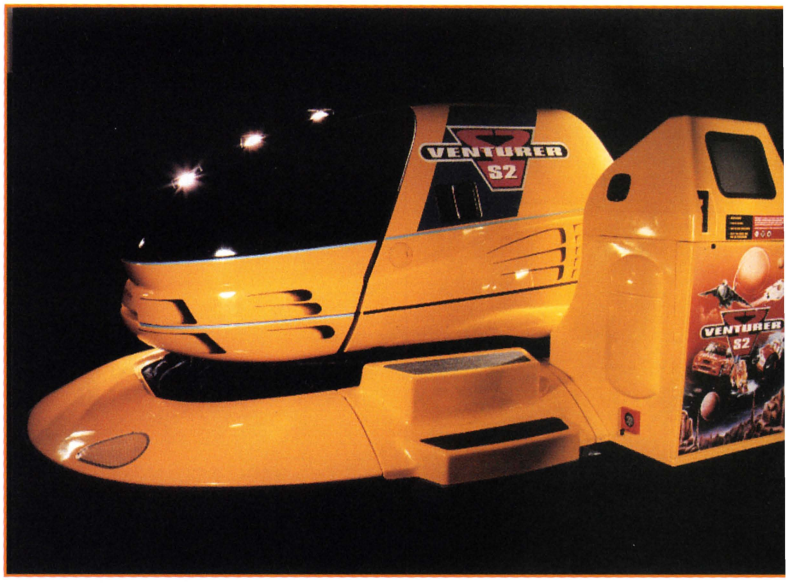
Something Legal For :
Tennessee, Massachusetts
Coming soon to Georgia, Alabama, Florida, Texas, South Carolina, Indiana, and Kentucky
Call for details
1-800-762-0015

Now you can enjoy the profits without the risk. Call us about becoming an exclusive distributor in your county. This is one of the fastest growing games on the market. Don't miss your chance to become part of a winning experience. This is a licensed product and available only through an authorized distributor of Worlds of Games LLC.

- Location Tested
- Operator Approved
- Easy Loading
- Protected Distribution Areas
- Uses Most Multi Line Boards
- Best Player Appeal
- **Patent Pending Technology Protection**
- **CopyRight and Trademark Protection**

Worlds of Games LLC, Free Spin and Free Draw are trade marks of Worlds of Games LLC. Legal opinions are on file and are for the exclusive use of World of Games LLC and their distributors. Questions? Call 1-800-762-0015.

Thomson sees demand for Venturer S2



Thomson's Venturer S2

Thomson Entertainment informs that its Venturer S2 interactive motion simulator has recently been installed at Namco Treasure Island in Las Vegas, Nev., and the GameWorks in Grapevine, Texas.

In addition, Granada Entertainment in the United Kingdom has ordered both interactive and passive versions of the S2 for entertainment centers at rest stops. Other customers ordering Venturer S2 units are Virtual City in Taiwan and Leisure and Gaming in Spain.

The machine allows one or two players to take control of the capsule using steering wheel and joystick controls. It is currently available with Millennium Odyssey, a battle to escape from a crippled space station.

Paula Bernard, director of business development and marketing for Thomson, said that more exciting games will be available by the end of the year. The passive system is supplied with five rides on video disc; riders select their preferred experience from buttons located inside the cockpit. For more information, contact Thomson, +44(0)1293-563533; fax +44(0)1293-56388; e-mail (gw-entertain @ttsl.co.uk).

Palace acquires FECs

Palace Entertainment of Orange County, Calif., has acquired 15 family entertainment centers located in California and Florida. The company estimates the combined revenues of the facilities to be in excess of $50 million.

Included in the purchase are seven California-based Camelot Park Family Entertainment Centers, seven Huish Family Fun Centers, and the Dania, Fla., Grand Prix Race-O-Rama.

Palace Entertainment's centers are family-oriented, state-of-the-art facilities with attractions such as bumper boats, batting cages, laser tag, simulators, water attractions, soft modular play areas, and restaurants.

Palace CEO William Rameson commented, "These acquisitions have placed us at the forefront of family entertainment. We have significant financial resources in place and management is actively seeking to acquire additional family entertainment centers and other entertainment-related facilities."

WAMOA hosts golf tourney

The Washington State Amusement and Music Operators Association (WAMOA) held its 2nd Annual Golf Tournament at the Riverbend golf course in Kent, Washington, to kick off its yearly association meeting.

Steve Levy of Music Vend organized the tournament. Charlie Galante of Music Vend and Jerry Estes of American Coin won the long drive contest for the men, and Jeanne Petit of Fabtek won the women's long drive. Denny Ruthrutt of Digital Music and Steve Ward of Fabtek won the closest to the pin. Teresa Murphy of S & S Amusements won the "most honest golfer" award.

Next year the field will be even stronger, augmented by an equal or greater number of prizes generously donated by the manufacturers. This year contributors included Atari, Bulldog, Fabtek, Incredible Technologies, Konami, Namco, SNK, Valley, and Williams/Bally/Midway.

At the WAMOA tourney, (l-r): Steve Fisher of Data Score, Ray Hibarger of Medalist, and Steve Ward of Fabtek.

From left: Steve Levy of Music Vend and his son Zach, Jerry Estes of American Coin, Jack Durbin of Advanced Amusement, and Steve and Teresa Murphy of S & S Amusement.

GREAT PLUSH

Plush 4 Play offers the greatest selection of the finest quality plush toys available on the market.

GREAT PRICES

Check out our great pricing on pre-packs and redemption plush toys !

We Have 'Em!

We carry the BEST VARIETY of unique SPORTS ARENA pre-packs!

GREAT PROFITS

High quality plush at low prices = **HIGH PROFITS !**

YES! We carry popular licensed plush. Call us for our current selections.

1 - (800) - 25-CENTS (toll-free)

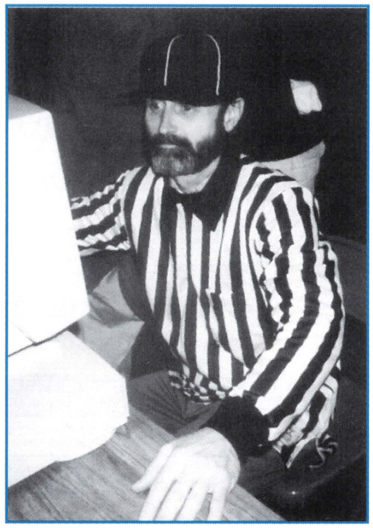
PLUSH 4 PLAY

Plush 4 Play 11100 Dana Circle, Cypress, CA 90630

Twin Galaxies crowns video superstars

Twin Galaxies kicked off a new video game contest program at the recently renovated Namco Cyberstation at the Springdale Mall in Mobile, Ala. (formerly an Aladdin's Castle). Three new world records were established during the 12-hour high score contest. Results will appear in the Twin Galaxies' "Official Video Game & Pinball Book of World Records" which tracks high scores for video and pinball.

Mobile was chosen as the first city to unveil a series of arcade promotions that crown the video game superstars in each city. Walter Day, official scorekeeper at Twin Galaxies, said Mobile was chosen "because of its historic role in video game playing. The highest score ever recorded on *Pac-Man* was achieved in Mobile at the old Aladdin's Castle June 29, 1986 by Chris Ayra, who scored a total of 3,324,730 points."



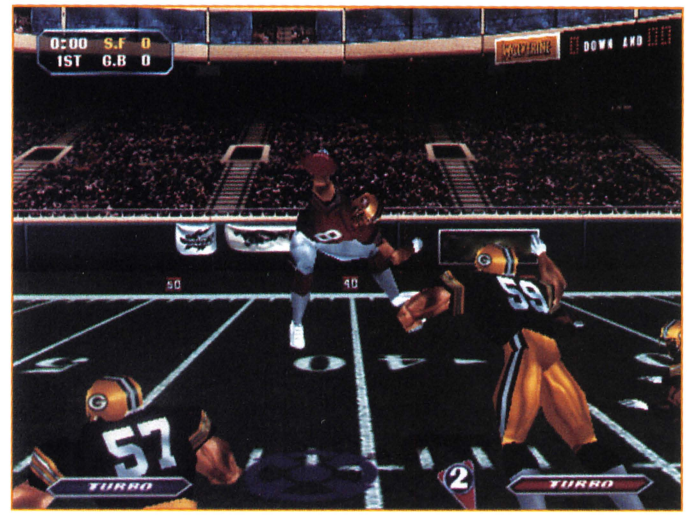
Electronic games referee Walter Day logs scores in the Twin Galaxies data base.

Day, former assistant editor in charge of video game scores for the 1984-86 volumes of the U.S. edition of the "Guinness Book of World Records," added, "*Pac-Man* was played approximately 20 billion times around the world in the last 18 years, so you can see how exciting it is that the highest score was reached in Mobile.

Among the new record-setters at Cyberstation were Jerrold Chapman and David Brodeur, both of Mobile, who scored, respectively, 7:36.7 and 7:43.61 on *San Francisco Rush*, eclipsing the previous high score of 8:06.88 held since April 20, 1997 by Leo Daniels of Wilmington, N.C.

Scores attained by six other Mobile residents will be the first scores included for new titles not listed in last year's edition of the record book. These include *Time Crisis II, NFL Blitz,* and *California Speed.*

The next road stop for Twin Galaxies was Aug. 22 in Tulsa, Okla. For more information, call (515)472-3882 or check out the Web site www.twingalaxies.com).



Blitz Bowl brought NFL action to the small screen.

Webcast Blitz Bowl an all-around winner

No one could doubt the popularity of the NFL and the game *NFL Blitz.* Blitz Bowl proved it.

Blitz Bowl was played as part of a national sweepstakes sponsored by Midway Games, makers of *NFL Blitz.* Back in February players around the country could send in scores from *NFL Blitz* games. In early July, Midway randomly selected two teams, Pittsburgh and Detroit, and set an arcade *NFL Blitz* game to play a computer vs. computer game.

The score of the game (Detroit-20, Pittsburgh-14) became the winning score of Blitz Bowl 1. The grand prize: a trip for two to the 1999 Pro Bowl in Hawaii. Thousands of fans tuned in for the match-up which was Webcast live on the Midway Games Web site (www.midway.com).

Said Pat Fitzgerald, manager of promotions for Midway, "We were all treated to a great game, complete with amazing individual performances, close plays, and last minute heroics. The Webcast was a unique opportunity for us to let the world witness the first Blitz Bowl live and in real-time."

Midway used state-of-the-art Internet technology to Webcast the game. Visits to the Midway site were up over 100 percent during the Webcast, according to the company, and traffic levels have remained high as players returned to the site to save the Webcast file.

Major League ride new from KRUSA

The World Series of Baseball is right around the corner, and Kiddie Rides USA is right up there with Mark McGwire to set records with its new Major League baseball-themed kiddie ride.

According to Brian Carasik of KRUSA, "In four days at Major League baseball's Fan Fest the rides were in constant use. I have never seen so many kids standing in line waiting for their turn."

The company reported that in four-and-a-half days six rides produced 17,250 plays. The rides were developed with Major League baseball and provide a team logo for the area in which each one will be located. For more information, call (800)448-6888 or (303)399-7191.

WHOMP!

KEEPS ON WORKING!

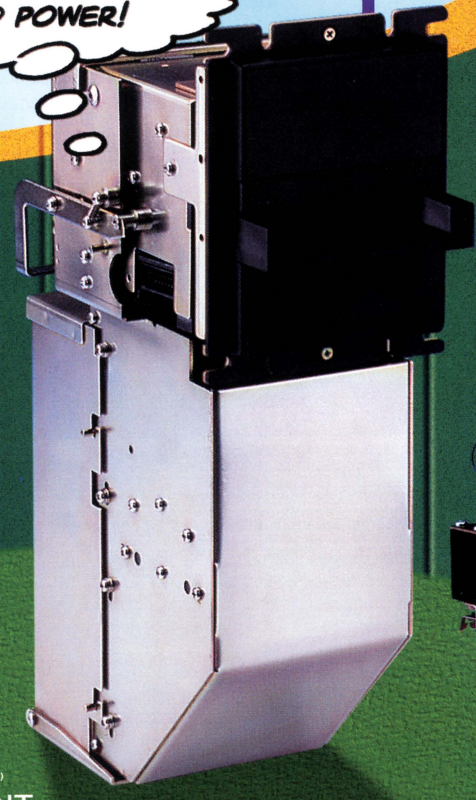
ELEVATE YOUR GAME WITH THESE

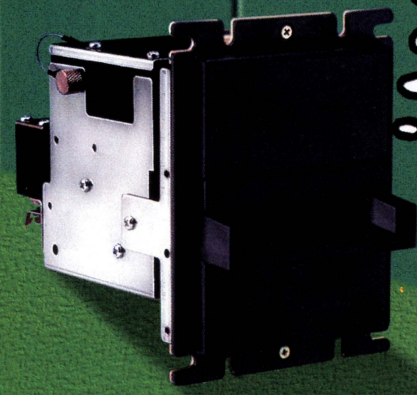
HOME RUN HEROES!

WAMB!

ANTI-CHEAT DEVICE STOPS ROBBERS COLD!

IT'S TRUE. **ASTROSYSTEMS** HIGH SECURITY BILL ACCEPTOR IS THE **PERFECT** BALANCE OF PRICE, PRECISION AND **POWER!**





425

ALSO RECEIVES 7 DENOMINATIONS WITH **EASY** 4-WAY **ACCEPTANCE!**

SLEC-01
(1-20 U.S. ONLY)

SLEC-02
(GLOBAL HEAD)

VSC2
(UPSTACKER & DOWNSTACKER, 200-600CB, U.S. & WORLD CURRENCY)

SIDE MOUNT BOX
AVAILABLE TO RETROFIT EXISTING MACHINES

AstroSystems, Inc.

Global Bill Validator Technology You Can Trust.

4210 Production Court, Las Vegas, Nevada • 89115 • 702-643-1600

© An Astrosys International Company

CALL NOW FOR AMOA SHOW SPECIAL 1-888-937-4221

D & B launches newest U.S. store

Dave & Buster's Inc., the company ranked 18th in the "Top 50 Growth Chains" by *Restaurant Business*, recently brought its unique brand of food and entertainment to Irvine, Calif., at the newest store in the company chain.

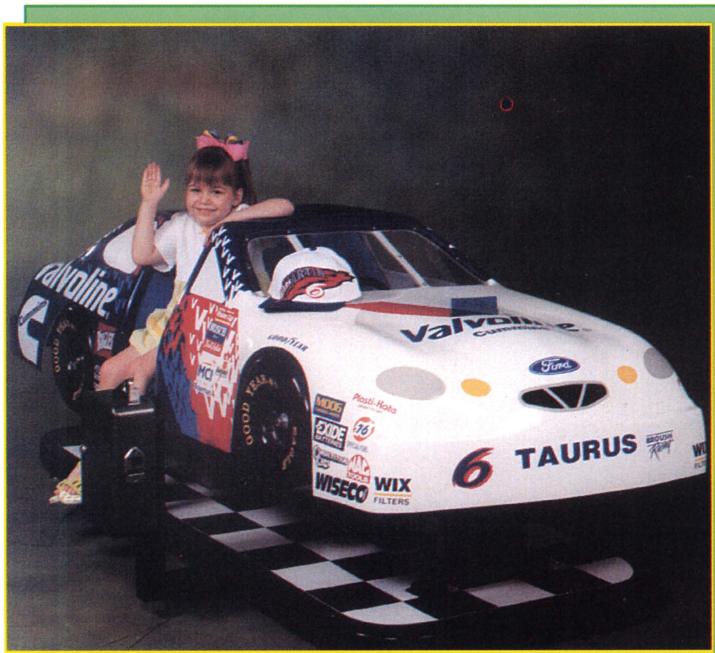
Irvine is in the heart of Southern California's Tech Coast. The new D & B is an anchor for Phase II of the Irvine Spectrum Center. Dave Corriveau, co-founder and co-chief executive officer of D & B said,"The five million people a year that visit the Irvine Spectrum Center are the perfect profile for D & B guests. This first weekend reminded me of our opening in Ontario. This will be a very successful store for us."

Old Chicago Shootout **is a popular attraction at Dave & Buster's, at both the Ontario and Irvine, Calif., locations.**

Added Buster Corley, "Every store we open seems to get a little smoother and easier. This was the smoothest one yet and, once again, I have to give credit to a great D & B opening team effort."

The facility is located at the intersection of the heavily traveled I-5 and I-405 freeways. This is the second D & B in California and the first in Orange County. Another D & B will open later this year at The Block at Orange, in the city of Orange, adjacent to Anaheim and surrounding attractions.

There are currently 14 D & B locations across the country. In addition to the one in Orange, Calif., the company will also open stores in Columbus, Ohio, and Rockland County, N.Y., this year. The first D & B locations in England recently opened, in Birmingham and Bristol, as part of a seven-store licensing agreement with Bass Plc.



NASCAR theme for Robinson's kiddie ride.

Robinson debuts NASCAR ride

In response to the interest in NASCAR racing that has blossomed in recent years, Robinson Kiddie Rides has developed a kid-pleaser in the *NASCAR Kiddie Ride* endorsed by renowned driver Mark Martin.

Martin, who enjoyed a "career year" in 1997, has 22 wins and 35 pole positions in his Winston Cup career. He is the all-time leader in Busch Grand National wins and won more than $2.5 million in Winston Cup prize money in 1997.

The American-made NASCAR ride has been officially licensed by Roush Racing, one of the top race teams in the world, according to Robinson. The car is doing well in premarketing tests. It features a tough gel-coat finish, Boston gear box and Baldor motor, electronic sound, single or dual coin mechs, and Max T timer control.

For more information, contact Robinson, (800)291-2688 or (605)864-8809.

MONSTER BASH™

UNIVERSAL STUDIOS MONSTERS

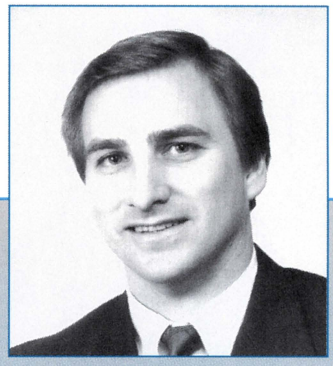
get ready to rock!

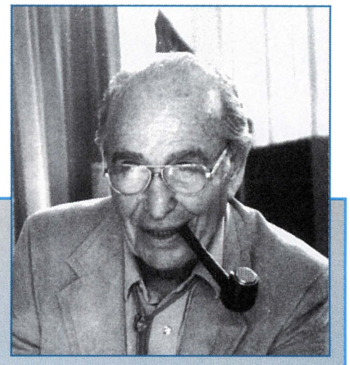
Williams®

3401 N. California Avenue • Chicago, Illinois 60618
(773)961-1000 • Fax (773)961-1060 • www.wms.com

Monster Bash is a trademark of Williams Electronics Games, Inc. ©1998 Williams Electronics Games, Inc. All rights reserved.
The Universal Studios Monsters are trademarks and copyrights of Universal City Studios, Inc. Licensed by Universal Studios Licensing, Inc. All rights reserved.

LEFT: Bob Chapman
RIGHT: Sol Lipkin





Venture expands product line, adds Lipkin

Venture Entertainment Products Co., a designer and producer of premium pool tables based in Hillside, N.J., has expanded its product capability through a recent acquisition.

In January of this year the company saw an opportunity to achieve its goals through an agreement reached to purchase certain assets of American International Shuffleboard Co. from its bank.

Bob Chapman, 15-year industry veteran, is the sales manager for Venture. Sol Lipkin has joined Venture as director of sales. Chapman stated, "The shuffleboard line has excellent growth potential and was the perfect product to complement our pool table business. However, we needed a catalyst to take the shuffleboards to their next level. This person could be no less than Sol Lipkin, who is highly respected and regarded as an expert on shuffleboards. He is also very knowledgeable about our industry in general. I am honored to have Sol as my mentor on shuffleboards."

Lipkin, who is also a special consultant for Dave & Buster's, came aboard in June and has already been a tremendous asset. Among other key personnel to continue with the company are 40-year production veteran Leo Selter and all the factory personnel.

The operation has recently moved to the upgraded Hillside facility where customers will notice the gradual name change on shuffleboards from American Shuffleboard and Billiards to Venture Entertainment Products.

The company will continue to maintain the high-quality standards the American Shufflebaord Co. has provided for over 60 years, while introducing some improvements such as a new electronic scoreboard, sharper looking cabinet designs, and on-time deliveries.

Venture's current line of products now includes coin-op and recreational shuffleboards, pool tables, dollar bill acceptor pool tables, bumper pool, and hockey tables. The company will exhibit its current line at the upcoming AMOA Expo. Look for Chapman and Lipkin in the booth, or call (800)461-2525; fax (732)914-9166.

Skee-Ball's
DEMOLITION ZONE™
"New"
CLEAR THE AREA
TO ADD THE HOT NEW REDEMPTION GAME FROM SKEE-BALL INC.
DEMOLITION ZONE
A CLEVER NEW TWIST ON TRADITIONAL WHACKING GAMES
Players demolish a three-dimensional building by hitting the flashing buttons on the control panel as they light up. With each successful whack, the building collapses a level. Real-life sound effects and explosive lights encourage the players as they try to demolish the building within the allotted time.
Add Demolition Zone™ to your redemption games and watch your profits . . .
EXPLODE!
Corporate Offices:
121 Liberty Lane, Chalfont, PA. 18914 USA
1 (215) 997-8900 Fax: 1 (215) 997-8982
Phoenix Offices:
3669 East LaSalle, Phoenix AZ. 85040 USA
1 (602) 470-1490 Fax: 1 (602) 470-1495
© 1997 Skee-Ball Inc. All Rights Reserved! "DEMOLITION ZONE" is a Trademark of Skee-Ball Inc.
Skee-Ball Web Site: http://www.skeeball.com General E-mail: Chalfont, PA offices: penn@skeeball.com
General E-mail: Phoenix,AZ offices: phx@skeeball.com
SKEE-BALL
Quality, Service, Dependability Since 1909

Dynamo's Dynamic Duo!

With over 200,000 Dynamo cabinets on location, you know they are built to last! Introducing the latest in video system innovations from Dynamo.

Both Cabinets Feature:

- **Control panels pre-wired with quick disconnect insulated terminals and a ground daisy chain**
- ETL and CETL approved
- Monitors can be rotated
- Wired for Stereo sound
- JAAMA wire harness
- Casters installed so unit can be moved easily
- Room inside for computer installation

Optional Features

- Dual resolution, VGA, or SVGA monitor
- Bill acceptor coin door can be used
- 220v conversion

Showcase

Showcase Cabinet Features

- Uses a 34" CGA or a 39" CGA/EGA monitor
- Shown with optional base spacer (included with 39" dual resolution monitor)

All the top video companies have relied on Dynamo for twenty-five years, you can too!

HS-27

HS-27 Features

- 27" monitor can be upright for shooting games or lowered for trackball games, and rotated in either position
- Coin door offset to allow installation of a ticket dispenser or a bill acceptor

Dynamo Ltd.
2525 Handley-Ederville Road
Richland Hills, TX 76118
(817) 284-0114 · FAX (817) 284-7606
Web Site: www.dynamo-ltd.com
E-mail: dynsales@dynamo-ltd.com

IAAPA gears up for 80th show

Over 25,000 attendees are expected to visit Dallas, Texas, Nov. 16-21 for the International Association of Amusement Parks and Attractions 80th Convention and Trade Show. The association refers to the show as "the world's largest amusement facility under one roof."

That roof will be big this year with more than 1,200 companies exhibiting in more than 800,000 gross square feet. Nearly 100 product categories will be shown, from hard rides and high-tech attractions to show productions and food and games.

Top-notch educational programs are planned, as well as specialty training courses such as The Amusement Facility Management School, Training the Trainer Course, and the Certified Pool Operator Class. New this year will be a food and beverage facility tour at Six Flags Over Texas theme park and a waterpark facility tour at Six Flags Hurricane Harbor and NRH20 Waterpark. Six Flags will also be the scene for an evening of unbridled fun at the theme park, specially reserved for IAAPA attendees.

More than 40 education workshops will be free for members only. Topics include coin-op games, safety, marketing, creative staffing, benefiting from technology, internal teamwork, merchandising, branding food service, go-kart operations, and the future of themed entertainment.

In related IAAPA news, the association recently enhanced its internship program by increasing the number of participating universities and IAAPA hosts, and creating new services to better meet the needs of members and students.

In addition, the association has named Joel Cliff to fill the newly created post of public relations coordinator. Commented Susan Mosedale, vice president of membership and marketing services, "Joel's combination of media, association, and government experience is a perfect match for what this new post requires.

"IAAPA is committed to actively promoting the interests and benefits of the amusement industry to as wide an audience as possible, and we look forward to Joel's creativity and energy playing a crucial role in this process for a long time to come."

Cliff will handle all media inquiries, prepare communications materials, manage media activities at the show, and work to raise the profile of the association and its members. For more about the show in November, call (703)836-4800. To reach Cliff, call the same number, ext. 765, or e-mail (jcliff@iaapa.org).

Atari's *Site 4* in the dedicated 39" showcase.

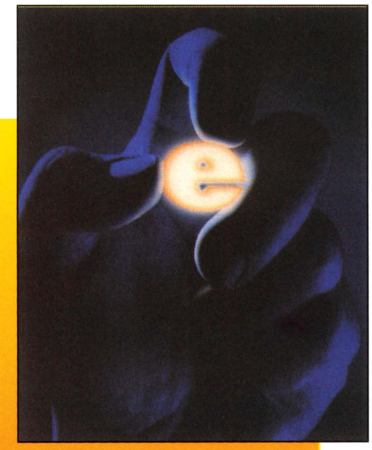
Set your sights on Atari

Following in the footsteps of the popular *Area 51*, Atari Games Corp. introduces *Site 4*, a new gun game that features a unique combination of event-style waves and classic movie-style cinematic game play along with an assortment of secret rooms and power-ups.

There are 18 training waves in *Site 4*; players must pass six before they can advance to the end battle. The game's producer Rob Rowe commented, "We wanted to enrich the player's experience beyond the linear progression format of other gun games. We decided to put players in a boot camp environment where they would be trained before being sent off to battle. This draws players even further into the strong mythology and atmosphere in *Site 4*."

Site 4 was developed by Mesa Logic, the same company that put together *Area 51* and *Maximum Force*. Graphics are richer and more detailed, thanks to new hardware built around the Cyrix Media GXI chip.

The game will be available in three configurations: dedicated 39" showcase (in September), 25" classic upright, and universal kit. For more information, or distributor referral, call (408)434-3700 for North America, (408)232-3206 for Asia and South America, and (44)181-3246000 for Europe.



Coin ConneXion develops e systems

Coin ConneXion introduces e systems, an easy, economical, and effective management software for coin-op. E systems are modular and allow operators to pick and choose functions.

The company's ezRoute is the foundation of any e system, and has been designed from the ground up to be user-friendly.

With the new software, Coin ConneXion's Wand-Based Field Data Collection system is now more powerful than ever. In combination with an e system, the wand provides on-location data entry, reduces errors, and eliminates data entry in the office. Coin ConneXion will have e systems at AMOA Expo this month.

For more on e systems, call toll-free (877)264-5575 or (605)331-5575, Web site (www.coincnx.com), or e-mail (info@coincnx.com).

NSM's Sapphire jukebox combines its high-performance, 100-disc CD changer with a fast-moving, 16-jacket title display that allows patrons to easily view and select music. With interchangeable elements in its attractive cabinet design and over 100 programmable features, the Sapphire's appearance and operation can be customized to match the requirements of any bar, nightclub or restaurant.

For information on NSM's full line of high-performance, 100-disc CD jukeboxes, please contact:

NSM *M.U.S.I.C.*
1158 Tower Lane
Bensenville, IL 60106
PHONE 630.860.5100
FAX 630.860.5144

Steve Kordek (l) welcomes Jack Kerner (c) and Tiny Weintraub to a Century Club meeting in 1995.

Century Club will meet in Nashville

The next gathering of the Century Club will take place in Nashville, Tenn., at the Opryland Hotel during the AMOA Expo. It will be held on Friday, Sept. 18 at 3 p.m. Organizers Steve Kordek and Sharon Harris wanted to thank Bob Nims of A.M.A. Distributors for sponsoring the last session in Las Vegas and Stan Levin for sponsoring this one.

The Century Club forwarded a $100 donation to the Salvation Army in memory of member Richard Bueschel who passed away earlier this year. Bueschel was the guest speaker at one of the Century Club meetings. Bueschel authored several books on the history of coin-op games including pinball.

The location has not been set for the meeting; visit Williams' booth or the *Play Meter* booth to find out where to be at 3 on Friday. For more information, or to let Sharon and Steve know you're planning on attending, call Steve at (773)961-1548 or Sharon at (610)275-9380.

Atari promotes coin-op

If you regularly read the consumer magazines including *Game Developer* you're used to seeing ads touting the latest 3D technology, the newest games for home consoles and PCs, or quality digital video. What you may not expect to see, but certainly are glad it's there, is an ad from Atari Games that shouts in its title "Coin-op is a real Rush!"

Of course, the Rush refers to two of its latest games, *San Francisco Rush* and *San Francisco Rush the Rock*. "A cash box full of coins tells the whole story," the ad tells the gameophiles reading the book. It adds that there are "opportunities for programmers, animators, and others seeking real arcade action." Atari is not only promoting the coin-op industry but seeking those interested in working in the coin-op business.

LaserTron's Ground Zero video

LaserTron, makers of Ground Zero, the laser shoot-out, is now offering an informational video for operators of entertainment centers who are looking for a new attraction that requires minimum square footage.

Ground Zero, developed as an alternative to traditional laser tag arenas that require up to 200 square feet per person, ranges from 500 to 1,600 square feet while accommodating up to 32 players in a laser shoot-out. Each player stands behind a stationary turret equipped with a laser-emitting phaser as they attempt to deactivate the opposing team's power crystal and pendulum targets.

"The video is a great way to familiarize yourself with the game," stated LaserTron president Tom O'Stasik.

Dave & Buster's, a leading entertainment and restaurant concept, signed an agreement to bring LaserTron's Ground Zero to select locations. Ground Zero made its West Coast debut at the newest Dave & Buster's in Irvine, Calif. Dave & Buster's Rockland County, N.Y., location set to open in September in the Palisades Center, will also feature a Ground Zero. Others will follow. For more information, contact LaserTron, (716)836-0670.

Aerosciences Museum adds SRV

A Doron Precision Systems' SRV entertainment simulator has been purchased by the Empire State Aerosciences Museum located at the Schenectady Airport near Albany, N.Y.

The SRV was installed at the museum to generate additional revenue and increase interest in the facility by providing visitors with an exciting simulation experience. In addition, the SRV will be used in the Albany area at different events. "Mobile versions of the SRV are very popular with our customers," noted Don Wenzinger of Doron. "SRVs are very adaptable for use in special event locations."

The current program featured for use in the SRV is *Wing and a Prayer*. "Everyone loves it," said Nanci Conley, the museum's executive director. Doron is recognized worldwide for creating precise motion that is both thrilling and safe for all ages. For more information, contact Doron, (607)772-1610.

Doron's SRV motion simulator

KONAMI®

GO TO BATTLE ARMED WITH A POWERFUL HAND-HELD MACHINE GUN IN A WAR AGAINST THE ALIENS.

TERABURST™

NOW AVAILABLE AS A 27" UPRIGHT

PERFECT FOR STREET LOCATIONS!
STRONGER EARNINGS EQUALS SUPER FAST PAYBACK!

WITNESS GROUNDBREAKING CG GRAPHICS AND EXPLOSIVE MOVIE-QUALITY DESTRUCTION OF ALIEN INVADERS!

©1998 KONAMI ALL RIGHTS RESERVED.

For More Information Contact: Konami Amusement of America Inc.
900 Deerfield Parkway • Buffalo Grove, IL 60089
(847) 215-5100 • FAX (847) 215-5122

NSM sees market growth in Brazil

Play-Tec receives a plaque for parts and service, (l-r): Aldo Andreu of Andreu International, Fernando Bernardo of Play-Tec, David Drouillard of NSM, and Keith White of NSM.

Diverbras receives a distributor award, (l-r): Nelson Pinhiero da Silva of Diverbras, Dave Drouillard of NSM, Haraldo Pinheira da Silva of Diverbras, and Aldo Andreu of Andreu International.

An optimistic atmosphere was evident at the 1998 Salex show in Sao Paulo this summer, indicating that the Brazilian coin-op market is alive and well.

One of the exhibiting companies was jukebox manufacturer NSM. John Tracy, marketing manager for NSM, noted that as the economy continues to experience growth, operators of coin-op equipment see their investments yielding steady returns. Like North American operators, Brazilian operators see CD jukeboxes as a strong component of their coin-op routes.

The number and types of locations continue to grow, and this growth provides the fuel for increased jukebox sales throughout the country, explained Tracy. He added that NSM is taking measures to ensure that its operator customers in Brazil have the product they need and the critical after-sale support.

"Over the past year we have worked to reach two goals," said NSM vice president of international sales Dave Drouillard. "By establishing Diverbras as the NSM distributor in Brazil, operators know that NSM jukebox products are on-hand and available at all times.

"In addition, the appointment of Play-Tec as an authorized service center gives operators the assurance that parts and service support are readily available. We are extremely pleased that we've reached these goals, and believe that it will benefit jukebox operators in Brazil."

The last word in Latin music

Laser L.A. Distributing has produced The Latin Music Library, a comprehensive database on CD-ROM that is a literal compilation of the Latin music industry's songs and artists from the '40s to today listed in an easy to use format.

The Latin Music Library allows users to source out music information in four ways: artist, song, album title, or label ID number. In each case, all four of the colored fields are activated for easy viewing. The library will employ specially designed anti-copy protection and be offered at a low introductory price.

Customers will be able to stay on top of the Latin music industry by subscribing to the library's update program, which will be issued every five weeks and feature new releases, new labels, catalog product, and pistas. For more information, contact Howard Kopelson, (714)895-3200; fax (714)897-5811, or e-mail (laserla@gte.net).

Las Vegas firm develops kiosk

Fun-E-Business Network Inc. of Las Vegas, Nev., introduced its Nomad kiosk at the Nightclub & Bar show in Orlando, Fla., in mid-August. Nomad is a countertop unit that provides public access to the Internet from any location. Industry legend Nolan Bushnell is a member of the Fun-E-Business board.

With Nomad, customers insert bills, coins, credit cards, or smart cards to get online. The "surfer" presses one of the four content buttons to begin: games, Web, e-mail, or shopping, then can use the e-commerce feature to make purchases over the Web using credit cards. Nomad also allows customers to compete in video game tournaments over the Web for not only the entertainment value but also the ability to win prizes.

Nomad was designed by Public Access Service Solutions of Danville, Calif. For more details, call (888)385-4388.

"Running my leagues has never been this easy!"

Scorpion DX™

FREE TRIAL SOFTWARE!

League Tracker™ for Windows

CALL 1-800-523-2760
(Press 1 for Sales)

TOTALLY PAPERLESS LEAGUES!

No paper score sheets to fill out – DX already "knows" all my players' handicaps, stats and standings. All game credits and league dues (*No envelopes!*) go right into the cashbox. With DX, it's just pay and play.

OVERNIGHT UPDATES!

DX automatically transfers match results to my computer. League Tracker crunches the numbers and returns updated info to all the DXs on my route. The latest league info is viewable on the menu screen *the very next day!*

NEW SNIPER™ – AN INSTANT HIT!

There's a hot new game for DX called *Sniper*™ – and it's a "killer!" The play is fast and fierce – just like *321 ZAP*™ and *Burma Road*™. I'll be able to get all future games direct from Merit's website.

DART LEAGUES ON-LINE!

League Tracker lets me run my leagues from the comfort and convenience of my office. Everything I used to do in person, I now do over a modem!

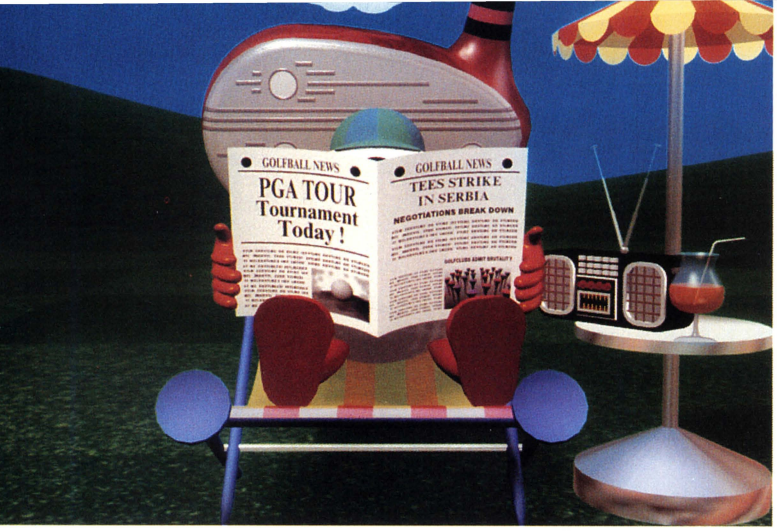
- The latest stats, standings, handicaps – all viewable on DX's menu screen. No more time spent delivering paper updates to my locations.
- I set up all my league formats, schedules and pricing using Tracker. No internal switches or manual controls to bother with.
- New software updates? I simply download from Merit's website and update all my DXs. *No chip changes required!*
- When replacing my old boards with DXs, my league database* imports directly into League Tracker. Nothing to it!

** League Tracker imports Valley League Machine and Arachnid Dartman files.*

Merit® INDUSTRIES, INC.

"Check out Scorpion DX today! I'm glad I did!"

1-800-523-2760 • 215-639-4700 • FAX: 215-639-5346 • www.meritind.com



Animation appeals to youngsters, as in this StrayLight Virtual Theater scene where a golf ball is about to become airborne.

StrayLight and PGA bring golf to life

StrayLight's Virtual Theater system,, built inside a themed tractor trailer, is being used in the PGA Tour Rolling Clubhouse presented by DiGiorno Pizza. Children wear special 3D glasses and follow a golf ball's journey while in the virtual theater.

The tour was developed to encourage children to become involved with golf at an early age. GMR Marketing created the program and manages the tour, which will visit various locations over the next two years, from retail parking lots to balloon festivals to prestigious golf tournaments.

StrayLight scripted the animation to entertain a family-oriented market with an emphasis on 12- to 17-year-olds. The company also provided the hardware, custom 3D content, and technical support.

In other StrayLight news, the company designed a new VR display technology, Magna-Scope, that was installed in a 48-seat virtual theater at Expo '98, the last World's Fair of the 20th Century. Each Magna-Scope is themed as a personal submarine ride and installed inside Portugal Telecom's Virtual Reality Pavilion.

An unencumbered viewing system with advanced optics, the Magna-Scope offers breakthrough technology for virtual reality visualization. Stereocsopic visuals are projected inside the Magna-Scope units with 20 times the resolution and four times the field-of-view compared to other virtual reality helmet-based themed attractions.

AEC acquires Q Entertainment

Advanced Entertainment Concepts Inc. has completed its purchase of substantially all the assets of Q-Entertainment (Q-Zar) which began in the spring. The purchasing entity at that time was known as New-Q Inc., established specifically to bid for the assets of Q-Entertainment. New-Q has been merged into AEC Inc.

Although AEC has recruited a number of former Q-Zar employees (but no principals), the corporate philosophy is radically different. Walter Engelbrecht of the marketing department advises, "We strongly feel that Q-Zar is a viable and attractive entertainment concept and we will strive to make the new Q-Zar a dynamic, efficient, and successful company."

Principals of AEC include Kevin Crowder, whose career includes co-founder and vice president of a graphics software firm; Wayne Morgan, a 13-year entertainment industry veteran with experience in operations in family entertainment centers, cinemas, and restaurants; Matthew Arden, a corporate finance executive; and Fergal Fox, who has logged 15 years in the field of engineering, project management, and manufacturing. For more information on AEC, call (214)638-0261.

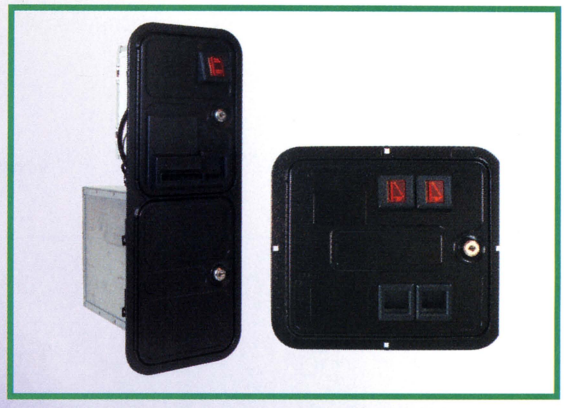
MCM receives 3M award

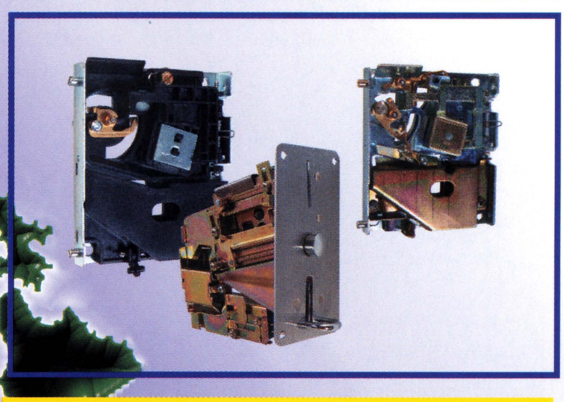
During the recent Las Vegas EDS show for electronics distributors, 3M's Electronic Specialty Markets Division presented MCM Electronics with an award for "exceptional sales performance during 1997." This marks the third year that 3M has bestowed this award on MCM for excellence in sales growth.

MCM offers a complete line of 3M specialty products for technicians including connectors, heat shrink tubing, adhesives, tape, and other products. MCM also distributes electronic repair parts and accessories for service industries and consumer electronics repair. For a free copy of the MCM catalog, call (800)543-4330, or visit the Web site (www.mcmelectronics.com).

3M award and products from MCM Electronics.

CHANGE for the Future!





Wells-Gardner, the largest producer of open frame monitors in North America, makes a change for the future.

The new Wells-Gardner Coin Division reflects the commitment to quality and dependability you have come to count on from our electronics line. When your revenue relies on coin operated machines, you can not afford downtime. Protect your investment with our new line of reliable coin doors, coin acceptors and related accessories from Wells-Gardner Coin Division.

If you're counting on change in the future, nothing beats Wells-Gardner!

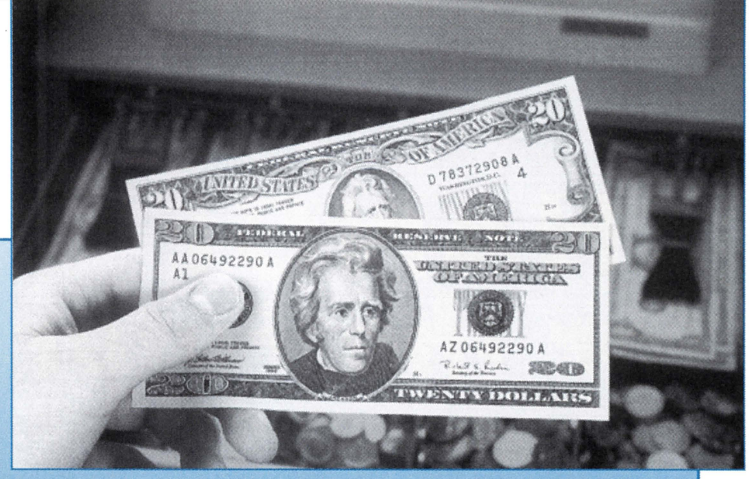
WELLS-GARDNER
ELECTRONICS CORPORATION

REGISTERED ISO 9001 QUALITY
certificate № 941111

Si Habla Español

CALL 800-336-6630
or Fax 773-252-8299
OR CHECK OUR WEB SITE: www.wgec.com

WELLS-GARDNER • 2701 N. KILDARE • CHICAGO, IL. 60639



Ad campaign explains new $20 note.

Andrew joins Ben and Ulysses on new paper currency

Ben Franklin and Ulysses S. Grant now have a friend in the Series 1996 Currency. Andrew Jackson will appear in a totally new light in the fall release of a redesigned $20 bill. The redesigned paper currency in denominations of $100 (Ben), $50 (Ulysses), and $20 (Andrew) is aimed at making it easier to authenticate the real bills and harder to copy.

John D. Hawke, Jr., undersecretary of domestic finance, advises that as the new notes gradually enter circulation, the public will need to be prepared. Industries that handle cash must help train their employees to advise customers about the new "20." Said Hawke, "Familiarity with the new bills will ensure that people recognize them, understand why they have been introduced, and use the new and improved security features."

These features help protect against technologies that could be used for counterfeiting. Like Ben and Ulysses before him, Andrew's bills will have a new vertically-embedded thread to the far left of the enlarged portrait (off-center for a reason), longer serial numbers, larger numerals, fine line printing patterns difficult to replicate, federal reserve indicators, color-shifting ink, microprinting in the oval framing on the portrait, and a watermark visible from both sides against a light.

The new $100 bill was issued in March 1996; the $50 note came in October 1997. There is no devaluation of older paper bills still in circulation. Changes in lower denomination notes will follow.

The change in the $20 note is significant because it is the first redesigned note of a denomination that is widely used and commonly distributed through Automated Teller Machines. Consumers and cash handlers should examine all notes carefully to guard against counterfeits. Currency changes are part of an ongoing commitment to protect the U.S. currency.

Beyond Perfection!

the action game PEOPLE

Eagle
Coin Operated
Pool Table

Call today for more information!

GREAT AMERICAN
Recreation Equipment, Inc.

24 Stafford Court • Cranston, RI 02920
800.831.2011 • 401.463.5587
Fax: 401.463.6673
E-mail: Games@GreatAmericanRec.com
http://www.GreatAmericanRec.com

LP exhibits PowerMate line

LP International of Canada will exhibit at the AMOA International Expo for the first time, displaying its PowerMate line of motorized electric stairclimbing hand trucks that provide safe movement of heavy or awkward loads.

PowerMate powers loads up and down stairs, on and off vehicles/loading docks, and across flat surfaces. PowerMate stairclimbers are available in both steel and aluminum models and move such loads as videos, jukeboxes, pinballs, and coin changers. For more information, contact LP, (800)697-6283 or (519)759-3292; fax (519)759-3298.

Independent cuemakers form association

Where do you go when you need cue repairs?

To fill that niche, support the sport of pool, and look after small companies, cuemakers and repairists around the country have formed the new Independent Cuemakers Association.

Independent cuemakers number 1,300, according to ICA president Jerry Powers of SAS Cuemaking Supply Co. in Clyde, Texas. His company has been building cues for over 10 years. "Everywhere you have a pool room there is someone who handles the repairs," said Powers. "These small businessman need to obtain materials economically."

The goals of the ICA are simple. Powers explained, "We're mainly interested in helping people repair their equipment correctly. Some players may quit playing if they have to buy a new cue. They don't want to use a house cue. If we don't cultivate the industry we won't have an industry."

Powers feels that a large number of players can't spend a lot on cues. "We want them to enjoy pool more and help the industry grow," he added.

Collective purchasing is another goal of the ICA. "The best thing to do is to try to buy supplies in a bigger quantity with price breaks so we can help build the industry. We believe there is a big enough piece of pie where everyone can make a decent living."

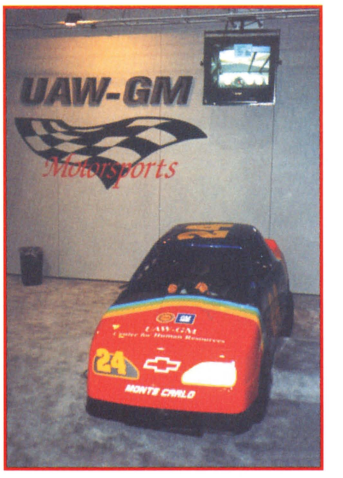
Powers contends there are more recreational players than serious players: "These are the folks who play in leagues and they are the heart and foundation of the sport."

The ICA plans to be an information resource, provide technical data, advertise in national billiard media and on the Internet, and prepare a national directory. For more information on the ICA, write P.O. Box 932, Clyde, TX 79510-0932 or call (800)971-3142.

Digital Tech builds racing simulator

One minute you are calmly walking the aisles of a trade show and the next you are behind the wheel of a NASCAR stock car thundering down a straightaway at 200 mph!

This simulated NASCAR experience is not from any traditional coin-op company. It has been developed by Digital Tech Frontier for the United Auto Workers-General Motors to use at auto industry trade events. Digital Tech specializes in the design, manufacture, and rental of computer graphics and display systems for entertainment and educational purposes. The company slogan is "We can take you there!"



Digital Tech Frontier's half-scale NASCAR simulators.

To create the simulators, Digital Tech used four networked half-scale mock NASCAR stock cars. Each includes a fully interactive 3D virtual reality system. Components include a head-mounted display unit with a 60-degree field of view, stereo sound, thunder bass seat, and calibrated steering wheel and foot pedals to complete the immersion. Network capability is for up to eight players. External monitors and speakers can display driver's-eye views for spectators.

For more information, contact Digital Tech, (800)778-7871; fax (602)961-9656.

NAMA publishes 1998 Operating Ratio Report

Overall operating results in vending improved again in 1997, according to the National Automatic Merchandising Association's just-released 1998 Operating Ratio Report.

Results are presented by company size and by region of the country. OCS and manual foodservice results are also in the report, which allows companies to compare their own financial results with others their size in the region or with the top 25 percent of performers.

The report also includes sales per machine and gross profits by product category, productivity statistics for all employee categories, equipment depreciation policies, and other performance measurement statistics including inventory turnover, return on assets, and cash flow rates. New this year are additional charts and graphs that depict five-year performance trends for key financial indicators.

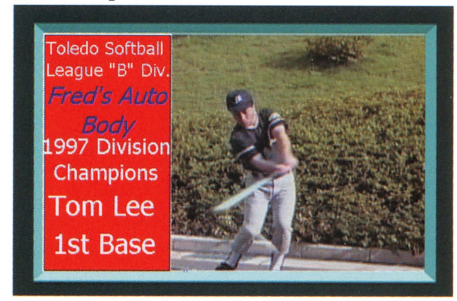
Copies of the report were sent out free to companies that participated in the survey. The cost for NAMA members who did not participate is $200; for non-members $350. For more details, contact NAMA, (312)346-0370; fax (312)704-4140.

Panasonic develops motion image printer

Panasonic is making it possible to capture and show movement on a wallet-size plastic card that becomes a memorable souvenir.

That movement can be anything from a youngster swinging a baseball bat at a family fun center to an entire family fleeing from a raging dinosaur at a theme park. Turn the card and you can see the scene change; six frames print on each card.

Panasonic's P-M1000 Series 3D lenticular card imaging technology can create images of movement transferrable to the card. Panasonic is making the printer and is working with another company on the software. To this end, key patents have been obtained in the field of object layering.



Now you can catch animation on a souvenir card with custom backgrounds.

According to John Gawa, national sales and marketing manager for specialty peripherals at Panasonic Computer Peripheral Co., essentially the technology blends foregrounds and backgrounds, putting the subject(s) into a scene. "Anyone who does photo sticker machines or postcard machines could easily adapt this technology," he added.

Panasonic is talking to vendors who incorporate printers and cameras into coin-op machines. "Some of the vendors are very interested in this technology," said Gawa.

Gawa explained that this application of the technology can be used at any "neat" location or one with a unique theme. Finished cards could be purchased outright or be a special prize option at redemption counters. The vend price is expected to be fairly significant ($5 or more). The finished picture takes only a minute and a half to print. For more information, contact Gawa, (201)392-6355; fax (201)392-4504; e-mail (gawaj@panasonic.com).

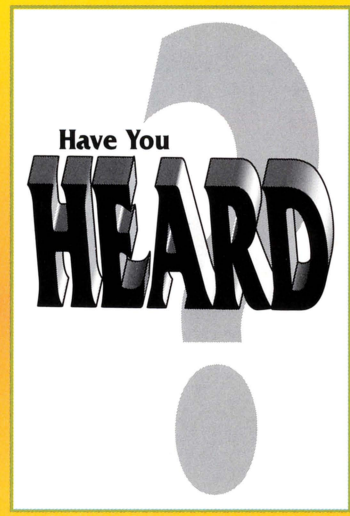
FAO Schwarz gets *Sticker Prints*

Kodak *Sticker Prints* kiosks are being installed in FAO Schwarz toy stores in 17 U.S. cities from San Francisco to Washington, D.C. Stickers can show kids visiting their favorite Sesame Street friends or against store-specific backgrounds such as the well-known clock tower in the New York City store and the big bear in the Orlando store.

☛ **Fun Expo** is making an offer to companies in the industry to promote their products on the Fun Expo Web site. For more information, contact Fun Expo (203)840-9594 or Web site (www.funexpo.reedexpo.com).

☛ **Tommy Gate Co.**, makers of the Tommy Lift hydraulic lift gate, has revamped its Web site. While the address is the same (www.tommygate.com) it offers more up-to-date information on new products, the full line, company history, and detailed model specifications. Web browsers can request literature and distributor references or ask a question.

☛ A special design committee for the new **$1 coin** has recommended that the image of Native American Indian Sacajawea be placed on one side with an eagle on the other side. Sacajawea was a Shoshone guide for the Lewis and Clark expedition in the Northwest in the 1800s. Treasury Secretary Robert Rubin accepted the recommendation. There remains some controversy over placing the Statue of Liberty on one side of the new coin. Coins will be available in the year 2000.



☛ **Howard Stringer**, president of Sony Corp. of America, will be the keynote speaker at the 1999 International CES show in Las Vegas, Nev., Jan. 7-10. For more on the event, check out the CES Web site (www.CESweb.org).

☛ **Leisurexpo** has changed its name to Leisure Entertainment Expo as it prepares for its eighth outing, Jan. 14-16 in Orlando, Fla. Show management has devised a new personalized marketing program to benefit exhibitors. Call (305)448-7976; fax (305)448-4630.

☛ **The Roller Skating Association International** now offers its members a new Web site program through Teeple Graphics. The program includes professional Web site design and maintenance services at discounted prices, plus the option to link skating center Web sites to RSA's site. Contact RSA, (317)347-2626 or log onto (www.rollerskating.org).

☛ **Seamus McGill** has joined WMS Gaming Inc. as vice president of worldwide sales. He will be based in the company's Las Vegas office, (702)257-7020. ▲

Galaxy Games

MULTI-GAME VIDEO SYSTEM

Look Who's Back!

Worlds of fun are waiting to be discovered inside every Galaxy Games

Discover guaranteed profits with each multi-game video system!

The industry's first cocktail style multi-cartridge system. Stunning 3-D graphics and sizzling sound make each game unique. Players will love the addictive fun – guaranteed to please for hours.

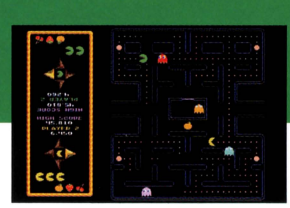
New Games = Increased Earnings

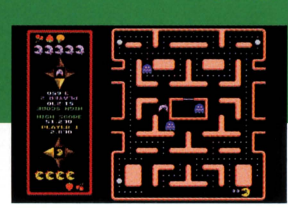
Convenient multi-cartridge system for fast, simple additions of new games. Room for up to 3 additional cartridges.

PAC-MAN™ and MS. PAC-MAN™ are back! And Galaxy Games is the place to find them.

Both games feature two player simultaneous action for double the excitement! Every level, every sound effect, every last detail is here, all faithfully recreated to satisfy even hardcore PAC-MANIACS!

PAC-MAN™ and MS. PAC-MAN™





Innovative Technology

CES
CREATIVE ELECTRONICS AND SOFTWARE INC.

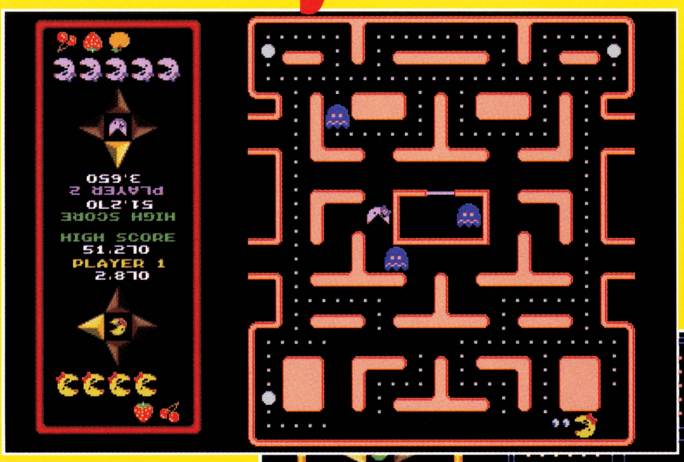
Superior Quality

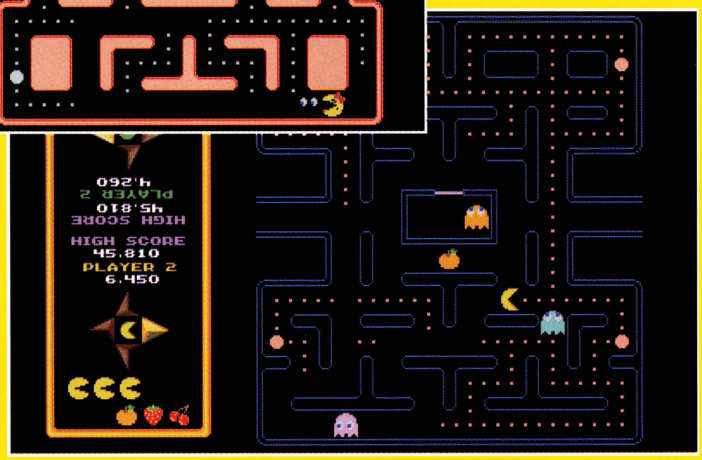
Creative Electronics and Software, Inc.
650 Sundown Road, South Elgin, IL 60177
Tel: (847) 695-0023 Fax: (847) 695-0483

namco
The Game Creator

PAC-MAN™© 1980 1998 Namco LTD. All Rights Reserved. MS. PAC-MAN™© 1982 1998 Namco Ltd. All Rights Reserved. Licensed by Namco Holding Corp.

They're Back!





Galaxy Games now comes with PAC-MAN™, Ms. PAC-MAN™ and 12 hot titles with room for up to 3 additional expansion cartridges

Innovative Technology

CES
CREATIVE ELECTRONICS AND SOFTWARE INC.

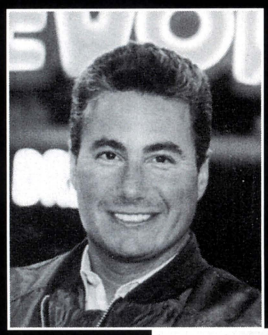
Superior Quality

Creative Electronics and Software, Inc.
650 Sundown Road, South Elgin, IL 60177
Tel: (847) 695-0023 Fax: (847) 695-0483

namco
The Game Creator

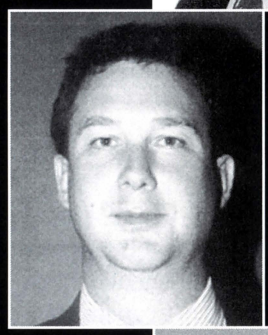
PAC-MAN™© 1980 1998 Namco LTD. All Rights Reserved. MS. PAC-MAN™© 1982 1998 Namco Ltd. All Rights Reserved. Licensed by Namco Holding Corp.

Who's NEWS

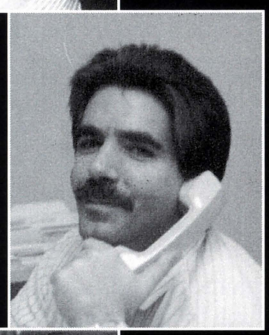


BRUCE FABEL

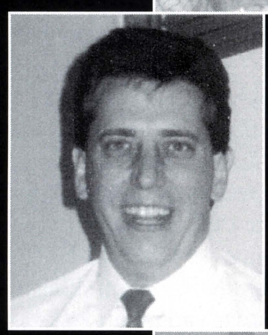
JIM MCCORMICK



ED PEARSON



TONY YULA JR.



GIL POLLOCK

DARREN DECATOIRE

Sega GameWorks has named **BRUCE FABEL** as senior vice president and general manager of operations. He will be responsible for overseeing venue operations including games and attractions, food and beverages, marketing, group sales, and retail and creative services. He will also be instrumental in managing the evolution of the GameWorks entertainment destinations.

Fabel is a veteran of the retail establishment, having 15 years of global retail marketing and management experience. His career includes terms as executive vice president of global retail operations for Calvin Klein, head of global retail operations for Nike, and vice president of global development for Warner Brothers Studio Stores.

Michael Montgomery, president and CEO of Sega GameWorks said, "The scope of Bruce's experience makes him uniquely qualified for the creative and logistical challenges and opportunities of running Sega GameWorks operations."

JIM MCCORMICK has joined the staff of *Play Meter* to fill the post of Associate Editor. McCormick is a New Orleans native and contributing writer for area newspapers and magazines. His career includes experience in advertising as well as heading his own firm specializing in corporate relations materials. In addition, McCormick was songwriter, lead vocalist, and manager of a local band that toured the country. He can be reached at (504)488-7003; fax (504)488-7083; e-mail (news@playmeter.com).

Micro. Mfg. has appointed **TONY YULA JR.** as its new vice president of sales and marketing. Yula has 22 years of experience in distribution management. "Tony will give us the insight to better serve our distribution network," stated Larry L. Hartley, president of Micro, who added, "As a company grows, you need to strengthen its management in order to better serve your customers, and we did just that."

Yula commented, "I am looking forward to working with Dave Winton and Lamar Forque Jr. We are currently planning Micro's new product introductions for the AMOA Expo, and we are all very excited about the products that the engineering department has developed."

In another Micro move, the company has signed an agreement with the management consulting firm of Globetek Inc., headed by industry veteran **GIL POLLOCK,** formerly of Premier Technology. Globetek will assist Micro in expanding its sales distribution network for both the domestic and international markets. Said Hartley, "Gil's overall knowledge of the industry in the areas of sales, marketing, manufacturing, and general management will assist us in achieving our goals in becoming one of the industry's major product providers."

Pollock added, "After reviewing Micro's business plan and product development, I am confident that Micro has what the industry needs—realistically priced quality products with excellent earning power. I am pleased to be a part of Micro's exciting future. And on a personal note, I will enjoy renewing old friendships."

Yula can be reached at (980)719-0980; fax (908)719-7178. Pollock can be reached at (630)238-9207; fax (630)238-9253; e-mail (gilpollock@aol.com).

ED PEARSON has accepted a new post with Family Golf Centers Inc. as general manager of Sports Plus in Denver, Colo. Pearson was formerly vice president and general manager of Seattle Mini Golf Inc. (d.b.a. Seattle Funplex) for 14 years, and contributed to its success by introducing a host of new and in-

novative attractions.

Pearson also served as president of the International Association of Family Entertainment Centers (IAFEC) in 1997 and currently sits on the association's executive board of directors as immediate past president.

Pearson said, "I am very excited about this opportunity. Family Golf Centers is an industry leader in large entertainment mega structures, and I am privileged to be offered the general manager position of the newest addition to the Sports Plus family of entertainment facilities in Denver." He can be reached at (303)777-6613.

DARREN DECATOIRE has joined the sales team at Atlas Distributing in Elk Grove Village, Ill. He was previously regional sales manager for Konami of America. Decatoire commented, "I am happy to have the opportunity to be a part of a company with the potential of Atlas, one that will continue to grow and serve the industry in the future." He can be reached at (847)952-7500; fax (847)981-9829.

MATT ATWOOD is the new public relations manager for Capcom Coin-Op Inc. His responsibilities include ensuring that the editorial community receives information in a timely and efficient manner. Atwood can be reached at (408)774-0500; fax (408)774-3995; e-mail (matta@capcom.com).

Blue Byte Software Inc. has promoted **ERIK SIMON** from senior project manager to development manager. This move represents a significant step in the reorganization currently underway at the company's headquarters in Germany.

Commented CEO Thomas Hertzler, "With Erik we have one of the most successful game developers as the head of our team, someone who at the same time has several years of experience in project management to draw on in this new position." Blue Byte is synchronizing its international operations from offices in the United States, the United Kingdom, and Germany, with a development program to advance online and network games and broaden the audience for computer games. At ASI this spring Blue Byte exhibited its *Extreme Assault* game on a motion platform in the Letovsky Dynamics booth.

Simulator manufacturer Camber Entertainment has appointed **VIC CLEMENTS** as chief financial officer. Before joining Camber, Clements was manager of corporate finance services for William Benator & Libby LLP where he was involved in a number of high-profile venture capital projects.

Clements is eager to begin working with the young management team at Camber. He commented, "I am looking forward to building a solid financial basis for future growth and creating a real commercial force in the leisure simulation arena." Clements can be reached at (770)916-1955; fax (770)916-1933.

NEW NEW

From Deltronic Labs,

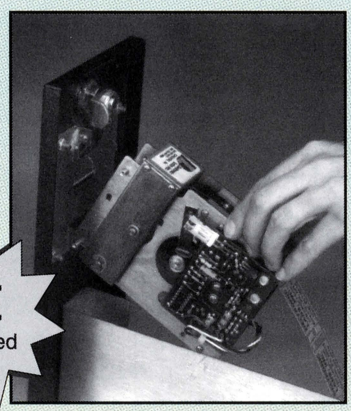
the Industry Leader in Ticket Dispensers

The "Quick Release" Ticket Dispenser

FOUR NEW FEATURES Improves serviceability & reduces maintenance.

- "Quick Release" face plate
- Bottom METAL ticket guide
- Foolproof braking system
- Optical sensor dust cover
- Upgrade kits available

CE Certified



The Electronic Ticket Eater®

The fast & easy way to accurately count and destroy redemption tickets. . . PLUS, print Winner's Receipts!

- Faster than 13 tickets per second
- Extra large, movable 4-digit display
- Prints receipts in one easy step
- NEW Key Pad for easy programming

For FREE brochure or to order, call (215) 997-8616 or FAX (215) 997-9506

Deltronic Labs, inc.

120 Liberty Lane, Chalfont, PA 18914

Flick Derby™

A Winner in Every Location!

- Progressive jackpot for breaking the record!
- Fully automatic! No need for a game attendant.
- No waiting for a "full house" - if less than 6 players participate in the game, the computer controls the other horses.
- Innovative "Flick Technique" appeals to players of all ages!
- Multicoin: Play from 2 to 5 coins and increase your reward.
- Ticket saver system-token hopper dispenses "1,000 Tickets" custom token.
- Built in PA System with microphone if attendant is desired.
- All these features plus more for a price that beats all the competition!

Specifications:
Installed Dimensions: 8' H X 10'7" W X 5'6" D Power Consumption: 1200 Watts
Specifications subject to change without notice.

NAMCO AMERICA INC.
SALES OFFICE
877 Supreme Drive
Bensenville, IL 60106
(630) 238-2248 Phone
(630) 238-9333 Fax

NAMCO AMERICA INC.
150 Charcot Avenue
San Jose, CA 95131
(408) 383-3900 Phone
(408) 383-0128 Fax
http://www.namco.com

MOY™ GAMES

namco® The Game Creator

Flick Derby™ is a registered trademark of DIVERSIONES MOY
Manufactured and sold by NAMCO AMERICA INC. under license

WHO'S **NEWS**

PAUL JACOBS, owner of AmeriCoin, the exclusive representative and import agent for Taito Corp. in the United States, has formed a new corporation—Milwaukee Coin Machine Inc.

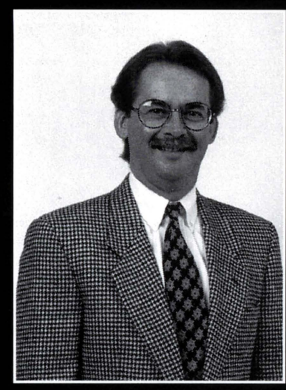
The first acquisition of the new company is the purchase of substantially all the assets of Madison Coin Machine Co.'s route operations in the greater Milwaukee area. Madison Coin is owned by former AMOA president Gene Urso.

Milwaukee Coin Machine Inc. is a full-service operator of coin-op music, amusement, and vending machines, including a contractual operating agreement with AMF Bowling Centers Inc. in designated areas. The company is located at 6020 N. 73rd St., Milwaukee, WI 53218; (414)466-5544; fax (414)466-5567.

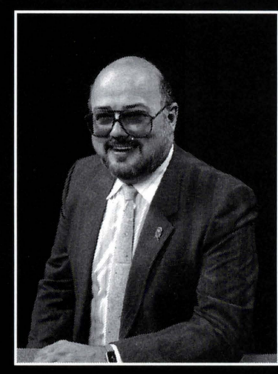
Coincidentally, Jacobs began his career as an operator and distributor in Milwaukee in 1967. Later he held a number of executive positions with Japanese manufacturers including that of president of SNK Corp. of America and executive vice president of Data East USA. He also helped form the first U.S. offices for both Universal Co. Ltd. and Capcom Co. Ltd.

Bulldog Amusements' founder **BILL CRAVENS** has taken on the role of chairman of the company. His son, **TODD CRAVENS**, succeeds Bill as president and will be responsible for the day-to-day operations of the sales and marketing firm. He can be reached at (425)869-6400.

In addition to these staff changes, Bulldog has entered into a marketing agreement with Prize Promotions, which offers operators a turnkey tournament system that can be run in street locations on any game. Using an award catalog system, operators can offer hundreds of prizes to players without having to deal with stock. For more information, contact Bulldog, (425)869-6400, or Prize Promotions, (925)946-0900.



PAUL JACOBS



BILL CRAVENS

YOU ARE INVITED TO

MOUNTAIN COIN'S

OPEN HOUSE

COME ONE, COME ALL!!!

IT'S A PARTY

WE URGE YOU TO ATTEND YOUR LOCAL MOUNTAIN COIN OFFICE
FOR FOOD, FUN AND ALL THE LATEST AND GREATEST GAMES.
FACTORY REPRESENTITIVES WILL BE ON HAND.

11:00 AM TO 4:00 PM

ALBUQUERQUE	DENVER	LAS VEGAS	PHOENIX	SALT LAKE
OCT. 13, 1998	OCT.2, 1998	OCT. 2, 1998	SEPT. 30, 1998	OCT.1, 1998

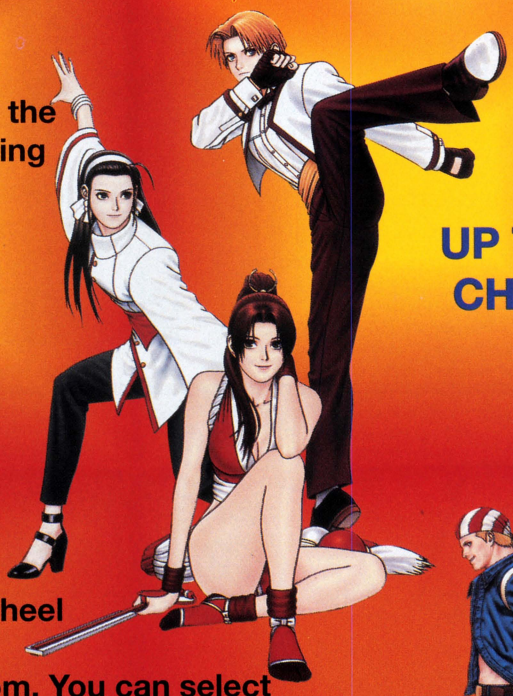
THE KING OF FIGHTERS '98

THE SLUGFEST

TM

PICK YOUR OWN TEAM AND GO TO BATTLE.

38 of your favorite fighters from all of the characters appearing in the '94 to '97 versions!



UP TO 12 HIDDEN CHARACTERS!!!

ROULETTE TEAM EDIT MODE

Use the roulette wheel to select team members at random. You can select 1 to 3 members with the roulette wheel. As a team wins, the wheel spins again. Who will be on your team? It's out of your hands!

The King of Fighter's '98 is filled with excitement to heat up battle and thrill the legions of King of Fighter's fans.

NEO·GEO®

SNK®

SNK Corporation of America • 17 Great Oaks Blvd. San Jose, CA 95119 Tel. (408) 292-4550 Fax (408) 292-4271
or visit our website at snkusa.com

WHO'S **NEWS**

TouchTunes Digital Jukebox has added **JAMES ROGERS** and **NIKKI FUJINAKA** to its sales department. Rogers joins the company as regional sales manager for the Southwest; Fujinaka will be an inside sales representative at the Buffalo Grove, Ill., office.

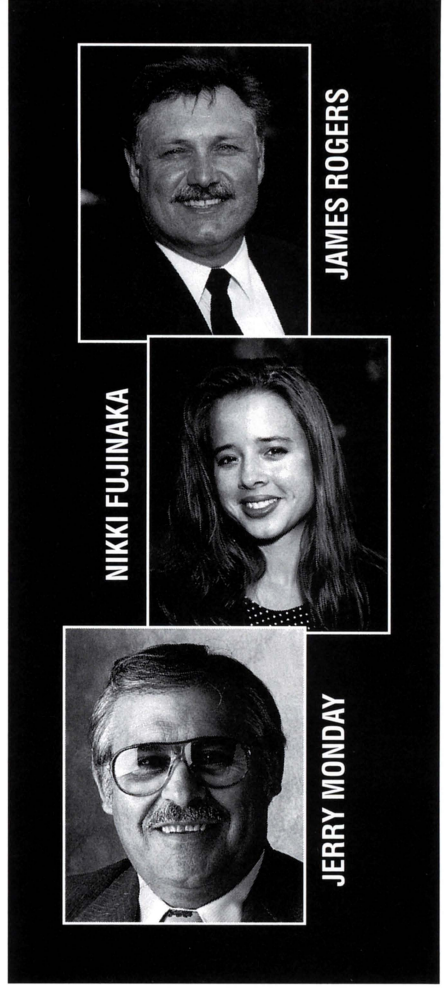
Rogers has 14 years of experience in the beverage and food service industries and an understanding of the tavern business, which will be valuable in understanding the challenges facing street operators. Rogers will be based in Dallas, Texas.

Fujinaka comes to TouchTunes from the food industry. She will be working with all of the U.S. operators who become TouchTunes partners. She will coordinate music selection field service training dates and location installation. Since TouchTunes regional sales managers are usually on the road, partners with questions can contact Fujinaka. To reach Rogers or Fujinaka, call (800)585-3021 or (514)762-6244; fax (514)762-6483.

JERRY MONDAY has joined Thomson Entertainment as sales consultant for North America and Mexico. Monday has over 30 years of industry experience and has held senior posts in games manufacturing, distribution, and operations with companies that included Betson Pacific and Nintendo of America.

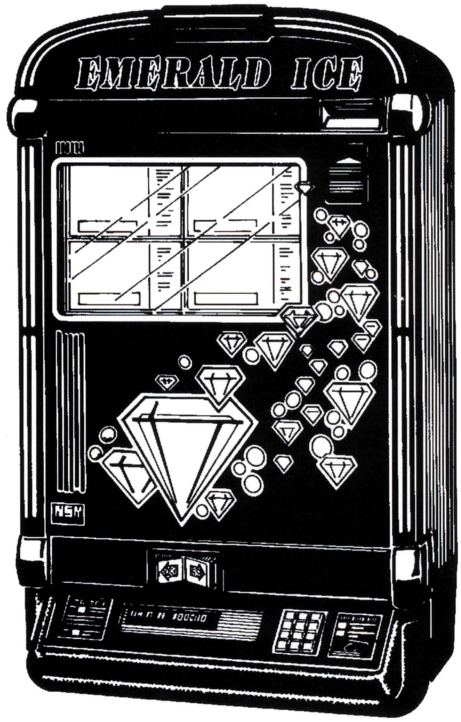
Monday and his wife Sue founded Century Vending and Distributing in 1990 to operate equipment in Southern California venues and also developed their present company, Spirit Design Group, which specializes in concept design, consulting, and employee training for family entertainment centers worldwide.

Monday said he was lured back into sales and distribution by "the exciting range of amusement products that Thomson Entertainment is bringing into the market, in particular the Venturer S2 interactive." He can be reached at the Spirit Design office, (210)493-9114. ▲



AMOA

We honor you on 50 Years of Vision and Dedication to the Coin-op Industry!



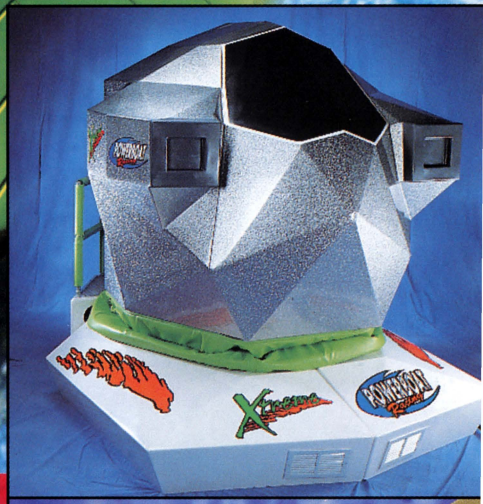
NSM M.U.S.I.C.

Emerald Ice

XTREME VR SPORTS POWERBOAT Racing

STRICOR, INC.

Interplay



Ask about our affordable lease program!

Let us prove why you can't lose! Call for a free video and performance numbers that will show you how easily you'll make your leasing payment.

- Extreme Motion, full motion interactive simulator generates more revenue than stand up games because it's more fun! Players are in the game!
- Change games and upgrade from a library of software.
- Features include:
  Full motion interactive simulation,
  Wrap-around visual system,
  No attendant needed,
  Small 8'x9' footprint.

Call 1-800-581-GAME
(1-800-581-4263)
www.stricor.com

1 **Wedding bells** rang out recently for Chris Brady of Dynamo Ltd. and his beautiful bride Jeanna Scudder. They exchanged vows at The Cloister in the Versaille Gardens at the Ocean Club on Paradise Island in the Bahamas, a romantic storybook setting. Congratulations Chris and Jeanna!

2 **H. Betti Industries** sponsored its 9th Annual Lou Avoglia Golf Tournament and Dinner July 27 and raised over $45,000 (including a donation from Paine Webber) to benefit Tomorrow's Childrens Fund. The event was held at Forest Hills Field Club in Bloomfield, N.J. Low net winner was Chip O'Neil, low gross winner was Chris Cirillo. A highlight was an auction that included a signed Mark Messier Ranger Jersey, a round of golf with Jim Burt of the New York Giants, and a *Golden Tee 3D* golf game donated by Incredible Technologies. From left: Peter Betti, Bert Betti, and Dick Moskal of Paine Webber.

3 A larger group photo at the Lou Avoglia Golf Tournament, (l-r): Hugh Betti, Bob Boals, Bert Betti, Dr. Michael Harris of Tomorrow's Childrens Fund, Joe Cirillo, Kevin Fritz, and Robert Betti. H. Betti was one of TCF's first corporate sponsors. This annual event has raised much-needed funds for the organization which provides medical, financial, and emotional support to children with cancer and other potentially life threatening diseases. Additional donations can be sent to Tomorrow's Children Fund, 30 Prospect Ave., Hackensack, NJ 07601. ▲

The One Time "Stacked Against You" Sounds Like a Fair Game.

Meet Taylor. Just one of more than 52 reasons why the new JVL ***Concorde 2***® is the best touchscreen buy around. *Loaded* with extras. Like the *fastest* game play. The *best* graphics. The *most* games (52 in all, including *Strip Poker*). An *amazing* selection of beautiful "competitors." *Plus,* well-stacked *profits* from the *hottest* machine around. Odds are you'll love it!

JVL

The Unequaled New Concorde 2®

Touch 1-800-296-6657 ext. 250

© J.V. Levitan Enterprises, LTD. 1-390 Edgeley Blvd. Concord, Ontario L4K 3Z6 Canada Phone: (905) 738-1344 Fax: (905) 738-5625

VAPOR TRX™

Why drive when you can FLY?

Vapor TRX is a high-flying race with weapons and turbos, blasting through the canyons and cities of future Earth. An experience you'll never forget!

Available in a 27" single seat configuration; up to 4 units can be linked together.

Height	74.50"
Depth	68.00"
Width	30.00"
Weight	325 lbs (boxed)
	310 lbs (unboxed)

ATARI® GAMES

Atari Games Corporation
675 Sycamore Drive
Milpitas, CA 95035
tel (408) 434-3700
fax (408)434-3776
www.atarigames.com

Vapor TRX is TM & © 1998 Atari Games Corporation. All Rights reserved. Developed by Blueshift, Inc.

Vapor TRX

Atari Games introduces *Vapor TRX*, a game it says "turns the driving genre on its ear." It was developed by the familiar team of coin-op designers and Atari alumni Dave Ralston and John Salwitz at their Blue Shift studio. The two were responsible for games like *Paperboy, 720 Degrees,* and *Cyberball.* Players fly fast, sleek spaceships through the far out canyons and cities of future Earth. *Vapor TRX* is an exhilarating roller coaster ride loaded with weapons, turbos, and abundant short-cuts. Players pilot sleek flying ships and blast their way through harrowing terrain.

Players select from six different vehicles, each offering a unique balance of speed, acceleration, handling, and durability. Yes, the vehicles do crash and explode! Players also pick up the weapons power-ups (cannon level-boosts and homing missiles) as they come along. As power-up icons are secured, the cannon grows one level of power. To inflict real damage, players try to acquire air-to-air heat-seeking missiles.

The game consists of four tracks which vary by difficulty and time of day: Eagle Canyon (easy, dawn); Midnight Bullet (medium, night); Alpine Edge (hard, day); and Breakneck Speedway (extreme, day). Breakneck Speedway is selectable only when a player finishes first on one of the other three tracks.

***Vapor TRX* uses 3Dfx Voodoo graphics and a 2.1 Gig hard drive. Up to eight units can be linked together.**

For more information, or distributor referral, contact Atari Games, (408)434-3700; fax (408)434-3776; Web site (www.atarigames.com).

Lost in Space

Sega Pinball's new pinball game is based on the classic 1960's TV series of the same name, "Lost in Space." The company said that the new "Lost in Space" movie wrestled the number one spot away from "Titanic" in its debut weekend.

As good as the movie is, that's how good the pinball is, according to the company. It has plenty to shoot for, and yet is a simple and easy to understand format for all players. It features five pop bumpers well placed in a cluster, reachable in many ways; three different, easy ways to achieve multiball modes; great ramps that are easy to achieve and rewarding; and a newly designed magnet spinning disk, simplified to not use a magnetic detection board.

For more information, or distributor referral, contact Sega Pinball, (708)345-7700; fax (708)345-7813.

Alley Hoops

From Skee-Ball, the company that created the original alley game almost 90 years ago and now produces five different versions, comes *Alley Hoops*. It combines the excitement of basketball with an alley roller game. It's similar to the original *Skee-Ball* alley games in which players must roll balls up an alley towards a target board. However, instead of the standard pocket target board, *Alley Hoop* players must sink their balls into mini baskets. Each basket has a value that represents its difficulty, from 10 to 100. There are appealing sound effects that will cheer or jeer you to victory.

***Alley Hoops* is constructed with the same quality craftsmanship that goes into every Skee-Ball game. The cabinet design matches other Skee-Ball games so operators can bank *Alley Hoops* with them. *Alley Hoops* is constructed for easy maintenance; the front panel lifts up, making it easy to work on cables and sensors. No rear access is needed. *Alley Hoops* is UL listed, FCC approved, and backed by Skee-Ball's one-year warranty.**

For more information, or distributor referral, contact Skee-Ball, (215)997-8900; fax (215)997-8982; Web site (www.skeeball.com).

Actua Soccer

Opus Entertainment has introduced *Actua Soccer* complete with a prize mode feature. With prize mode the game will print a ticket after so many points (operator controlled) and a prize will be awarded. According to Opus, video is in need of a rebirth and the progression to PC for the arcade (enabling CD games at affordable prices). *Actua Soccer* does just that.

Developed on the Open Arcade Architecture format, *Actua Soccer* gives players the thrill of soccer action, generating more attention than ever worldwide. The game has 24 international teams; four buttons enabling slide tackles, speedbursts, overhead kicks, headers, etc.; real time clock night matches can be played under a floodlight; weather, including snow, rain, mist, and sun; great commentary by Barry Davies and Trevor Brooking; and motion capture by the one and only Michael Owen.

For more information, contact Opus Entertainment in Surrey, England, (44)01372-270280; fax (44)01372-270220; e-mail (leon@opusent.com).

Mind Bender DV

J. Nelson Technology Corp. introduces a unique new type of countertop bar game, *Mind Bender DV*. The DV is an abbreviation for digital video, and according to the company, it is the first game in our industry to incorporate digital full screen full motion video (30fps) in game play.

Digital full motion video enables full screen video to be created by the game in a high quality and engaging manner. The small game (about 64 lbs.) does not use a laser disk or CD that may be subject to smoke and shock damage.

***Mind Bender DV* provides nearly 40 different games, but the company said that the full motion digital video games are the most popular. For example, in the game Video Quiz the player competes for scores while actually viewing motion video footage of famous events.**

There are a number of promotional features built in like High Score, Bar Buster, and Tournament Play. Tournament Play pricing can be adjusted up to $3 per player.

For more information, contact J. Nelson Technology, (805)379-0131; fax (805)374-1354.

The Lollipop Mine

Creative Products Co. claims to have simplified the vending business with its latest creation, *The Lollipop Mine*. The new bulk vending machine saves time by enabling the operator to load over 2,000 lollipops into the machine in less than five minutes. He simply opens the package and pours in the contents; no more loading the machine one pop at a time.

The machine stands four feet, five inches high and weighs 95 lbs. It is constructed of 16-gauge steel (base) and Lexan plastic (product container). The dispensing mast is polished stainless steel and it comes in a red powder-coat. A factory warranty is included. Options include: custom logos, light kit, music, and battery power.

For more information, contact Creative Products, (602)925-6689; fax (602)925-6688; Web site (www.creativeproducts.com). ▲

Double Your Coin Drop!

Double Your Profits!

BLACK WIDOW™

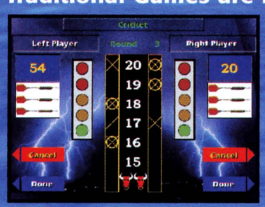
DEVOURS THE COMPETITION

Two Dart Games

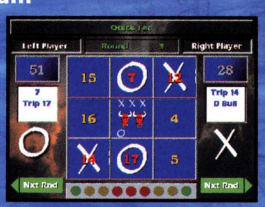
The Black Widow when played in the "split-screen" mode, is the full functional equivalent of two Galaxy games. Each side functions independently and offers all of the games and features of the Galaxy plus more.

Simultaneous Play (Head-to-Head) (Left vs. Right)

Traditional Games are more fun:



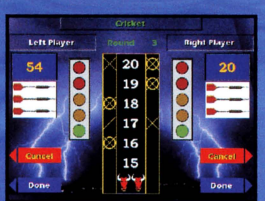
Cricket-pile on points before your opponent closes the number.



Tic-Tac-Darts-close the number before your opponent.

New Games for new fun:

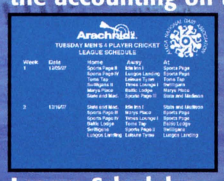
Quick Draw-when the randomly selected number pops up, be the first one to score and steal your opponent's darts.



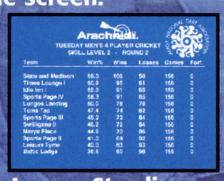
Quicket-Cricket with a twist. Hit the magic number first and steal your opponent's darts.

Easier League Play

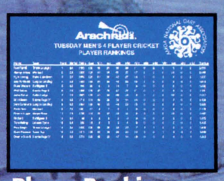
Enhanced two-way communications upload league matches, standings, and schedules. The games will be ready and waiting for the league players with no need for player cards. League fees are collected by the bill acceptor and reflected in the accounting on the screen.



League Schedules



League Standings



Player Ranking

Enhanced Dual Communications

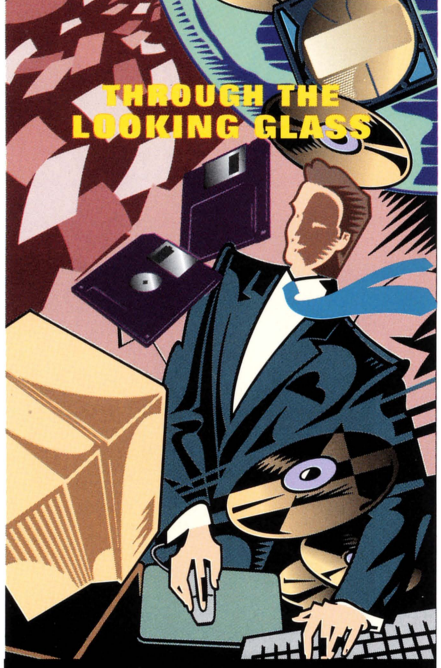
In addition to the above, software enhancements and advertisements can be distributed with equal ease. For machines without a modem, completely automatic updating can be accomplished during collection with an industry-standard Jaz drive.

Advertising

An extensive catalog from Arachnid will provide pre-sold national ads and easily-localized ads. These ads capitalize on the great demographics of bars and taverns. It also advertises itself, your business, tournaments and other announcements of interest to one, some, or all of your locations.

Arachnid®

6421 Material Avenue
Rockford, Illinois 61111
800-435-8319
815-654-0212
FAX 815-654-0447



WHAT THE OAA PLATFORM means to Lazer-Tron

We've titled this "What the OAA platform means to Lazer-Tron" but it could possibly be asked, "What Lazer-Tron means to the OAA Platform." As Matt Kelly explains, companies that want to get into the arcade PC business need to work with a coin-op company that understands what it takes to modify home games for arcades.

Lazer-Tron recently announced that it has signed agreements with two companies, Opus Entertainment and LBE Systems, for the exclusive North American manufacturing and distribution rights to the companies' PC-based video game products.

The coin-op industry has been discussing the Open Arcade Architecture since Microsoft and Intel first declared their intentions to penetrate the coin-op industry with a universal platform. This plan will supposedly give operators a much larger selection of games with stunning graphics and good return on investment by providing high-quality conversions of consumer games for coin-op, presumably at a much lower cost than traditional proprietary systems allow.

Intel is predicting that by offering this PC platform for software game designers, they will be able to bring a game to the home market and arcade market with realistic changes that were not so simple in the past. Lazer-Tron has blazed new trails in the redemption market, and now the company is striking out on a course to do the same with PC-based games. Let's see what Lazer-Tron has to say about the whole concept. We got input from Norm Petermeier, Matt Kelly, and Ron Carrara.

WHY THE ARCADE PC?

Traditional video games have been custom designed by the video game manufacturers using proprietary hardware and software. The printed circuit (PC) board that drives the video games are all different and have all been designed with different parts (ICs) from different manufacturers (Motorola, Intel, AMD, etc.). Many of the PC boards contain custom (private) ICs from still other manufacturers. The actual computer (microprocessor) that runs the PC boards also vary from manufacturer to manufacturer.

WHAT DOES THAT MEAN?

Each major video game manufacturer has designed and spent a lot of money on a proprietary computer system. With a custom system, the manufacturer must write custom software using various in-circuit development systems and software packages. As a result of all the custom PC boards and software, only that one manufacturer can produce games for its own hardware system. For example, Sega can only work on Sega hardware, Namco on Namco hardware, WMS on WMS hardware, etc.

This limits competition from new developers and also allows game manufacturers to sell expensive PC boards every time they sell a game kit, if they sell a kit at all. They often opt to offer the game only in dedicated form, forcing operators to purchase new hardware for each game. If the arcade PC system takes off, many larger manufacturers will lose the revenue associated with selling the hardware because plentiful CD-ROM update kits will be available.

"We firmly believe that this business model will once again allow operators to make money with video products in street locations."

Currently, if a video game company is small with limited funds, it is very difficult, if not impossible, to get into the coin-op video game business. A coin-op video game may cost $2 million to $3 million or more to develop because of all the proprietary "stuff." However, a small company can afford to develop a video game for the home

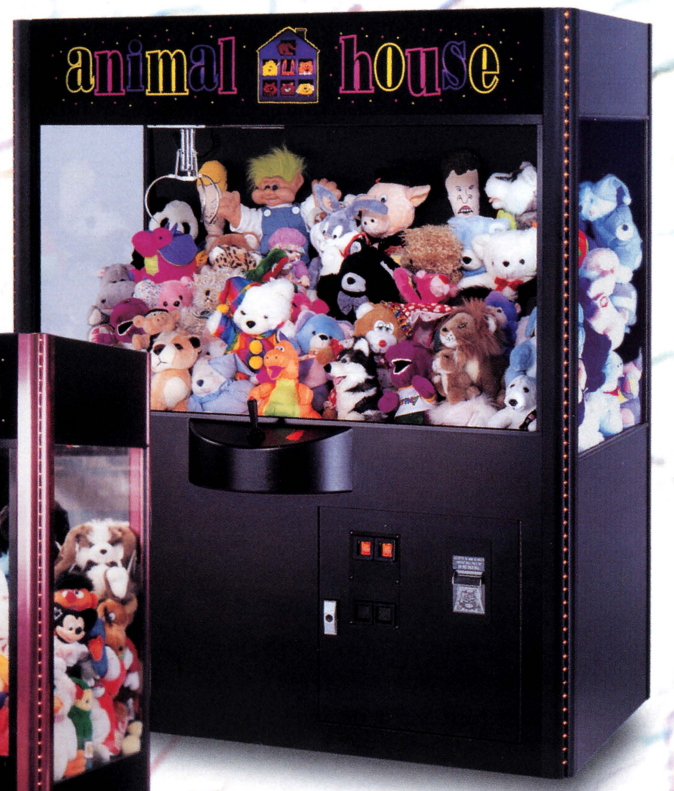
RAINBOW

WORLD'S FINEST CRANES

A Commitment to Excellence

A majority of today's largest crane operators now buy only Rainbow Cranes.

These operators are Crane Pros — for most, cranes are their only business. They can't afford to use cranes that are not the very best.



NEON 60 Series

CONTEMPORARY 60 Series

OAK 42 Series

CLASSIC 42 Series

SEE US AT AMOA BOOTH #119

NOW AVAILABLE 9.9% FINANCING

800-466-3711 (Continental U.S. Only)

RAINBOW CRANE, INC.

Tel: (619) 748-7157 12220 Parkway Center Dr., Poway, 92064 Fax (619) 679-3576

PC market because the market potential is so large and the hardware is standardized to a degree.

CAN HOME GAMES BECOME ARCADE GAMES?

The arcade PC is the first system to attempt to allow home developers to write their games for the home market and the arcade market concurrently.

Special features and hooks like tournaments, prizes, new levels, and new characters will be added to the arcade models to differentiate them from the home model. Before, the entire game had to be rewritten for whatever system it was to be used on for the arcade due to the custom hardware and software. It was usually not worth doing on a closed proprietary board.

The goal now is to allow hundreds of experienced home developers to turn their creative talents toward our market. Many new and unique themes will be brought to our market, some will work and some won't. As the developers learn more of the differences and tricks of developing arcade style games, our supply of good quality games at below $1,000 should grow dramatically.

WHAT WOULD BE SOME OF THE MAJOR DIFFERENCES BETWEEN A HOME GAME AND AN ARCADE GAME?

It used to be that the arcade was the proving ground. If a game did well, it would eventually be offered for home use. However, the time has come for the reverse: home games being adapted for the coin-op market. There are differences and like in *Quake*, it's noted that it is a different game than you'd play at home. A big difference is that controlling the motion is more in depth on an arcade version; a player has more dexterity and can move around more while he's standing in front of a screen. A home game is designed around a vastly different type of controller. The two do not function in same fashion.

When a game comes from the consumer side into the arcade, the artist will do new scenes, add new characters, weapons, and moves. There will be new tools that weren't there in the home verson. A player will see the things he loved on his home game, but he'll also find new things.

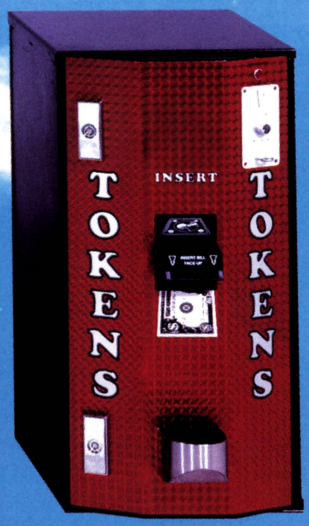
With a home game, the player buys his game and that's all he'll pay to play. He can take his time, work his way to various levels, call hotlines to learn secret moves, etc. The point is that he's not paying each time he plays. But with coin-op, you're enlarging the concept of the game into larger modes. Each level is expanded and enhanced because a player is having to pay to continue. It's got to be appealing and easy enough for a player to be able to move to various levels, but challenging enough so even expert players will pay to play.

But this whole concept is not just about taking games from home ver-

New Mix Every Month
Always Fresh
Exciting Toys
S&B PRIVATE LABEL
Sport Themes
Licensed Product
SAME DAY SHIPPING
FREE FREIGHT!
Premium Toppers
CANDY CRANE MIXES
95¢ AVERAGE BEAN BAG MIX
YES! We have TY® Beanies!
See Us At AMOA Booth #734
S&B's field-testing means more profit
Route operators are quick to enjoy the higher profits that come from S&B "field-tested" candy crane mixes, toys and our new Bean Bag mixes. There's a new S&B candy mix every month, as well as professionally selected licensed and seasonal products. When it comes to candy cranes, S&B has the right answers.
Ask us about:
•2.6 All Candy Smart Mix
•3.2 Candy & Toy Combo
•3.4 All Candy Fresh Start
•3.9 All Toy Mix
•Over 20 different mixes in stock
S&B
CANDY & TOY CO.
NEW & USED CANDY CRANE MACHINES
1535 Broadway • St. Louis, MO 63102
1-800-773-0531 • Fax: 314-588-7104
MasterCard
VISA

We're changing the industry

AC 500
$799.00



AC 2004
$1495.00

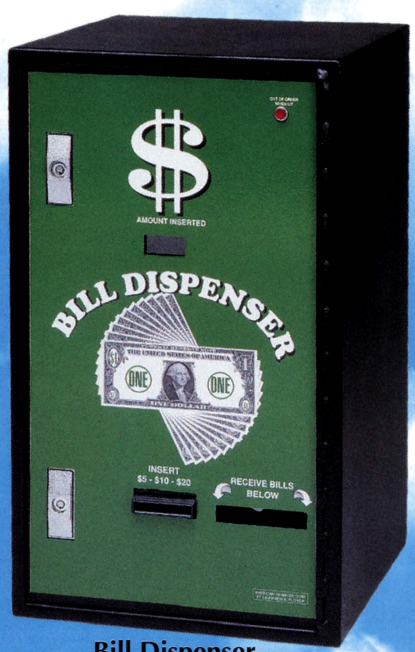
Shown with optional acceptor not included in price

Token Dispenser

AC 250
$995.00

AC6002
$3145.00

AC 1001
$1095.00



Bill Dispenser

AC 7000
$3995.00

AC6000
$2995.00

Call for your local distributor 1-800-741-9840

AMERICAN CHANGER CORP.

www.americanchanger.com

Norm Petermeier

sions and modifying them for arcades, it's opening up the opportunities for more original games. There are game design studios in every state with talented people who want to expand to other areas.

SOMEONE ONCE SAID THAT WE WERE BEING UNREALISTIC TO THINK THAT JUST BECAUSE SOMEONE CAN DESIGN A GOOD HOME GAME THAT THEY CAN DESIGN A GOOD ARCADE GAME. IS THAT TRUE?

That is a true statement. Companies that want to get into the arcade PC business will need to work with a coin-op company that understands arcades and is willing to modify code as necessary for the coin-op market. Here's an example: Quake was a fantastic home game. But it needs tweeking to fit into the arcade. Codes must be changed. Lazer-Tron understands the coin-op market and knows what must be done. That's the key. There are crucial elements that must come together for this to work. In addition to the hardware and software, you need someone who knows how to put them together in a workable package.

HOW IS THE COMPUTER DIFFERENT FROM ONES WE USE AT HOME?

The arcade PC is a high-end ordinary off-the-shelf PC with special PC cards in a ruggedized chassis. The model used for arcade PC is manufactured by Quantum 3D. Quantum 3D went to Intel for the mother board. Using the Quantum Obsidian high-resolution 3D graphics board, Quantum has designed a game controller interface board that also plugs into the Intel mother board. They put it all in a special cabinet using heavy steel and shock mounts. It's built like a tank to take abuse. It's been ruggedized for the arcade market. This PC also utulizes standard software, i.e. primarily Windows 95 as its operating system. Many seasoned coin-op game designers were consulted to get a rugged computer suited for the rigors of the arcade market. This is a system PC that will allow operators to make a good return on their investment over time and will give performance that matches many of today's top factories' dedicated hardware.

Quantum, Intel, and Microsoft intended to sell this ruggedized computer system and formed the Open Arcade Architecture Forum, envisioning all of the major game manufacturers saying they wanted to use it and would no longer need their custom boards. However, the large manufacturers decided it wasn't for them so this opened the way for others to design cabinets and use the new ruggedized PC but they still needed good software. That's why Lazer-Tron is so excited about working with Opus and LBE.

HOW WILL OPERATORS BUY THE GAMES AND UPDATES?

The games will be available from Lazer-Tron in three formats: 1) a 27-inch arcade cabinet with one game installed. Other cabinet designs (kid-sized, deluxe showcase) are planned for later in the year; 2) legacy kit that will convert an operator's current CGA cabinets into a new arcade PC game system. From this point they'll only need to purchase a software kit to update to new games; and 3) software kits which will be in the $1,000 range for those operators who already own a dedicated arcade PC or a legacy kit.

The PC-based approach will allow operators to rotate equipment on a more cost efficient basis as well as keeping player interest high with a stream of new games. In addition, the games will be easily changed on site with a new CD-ROM and graphics.

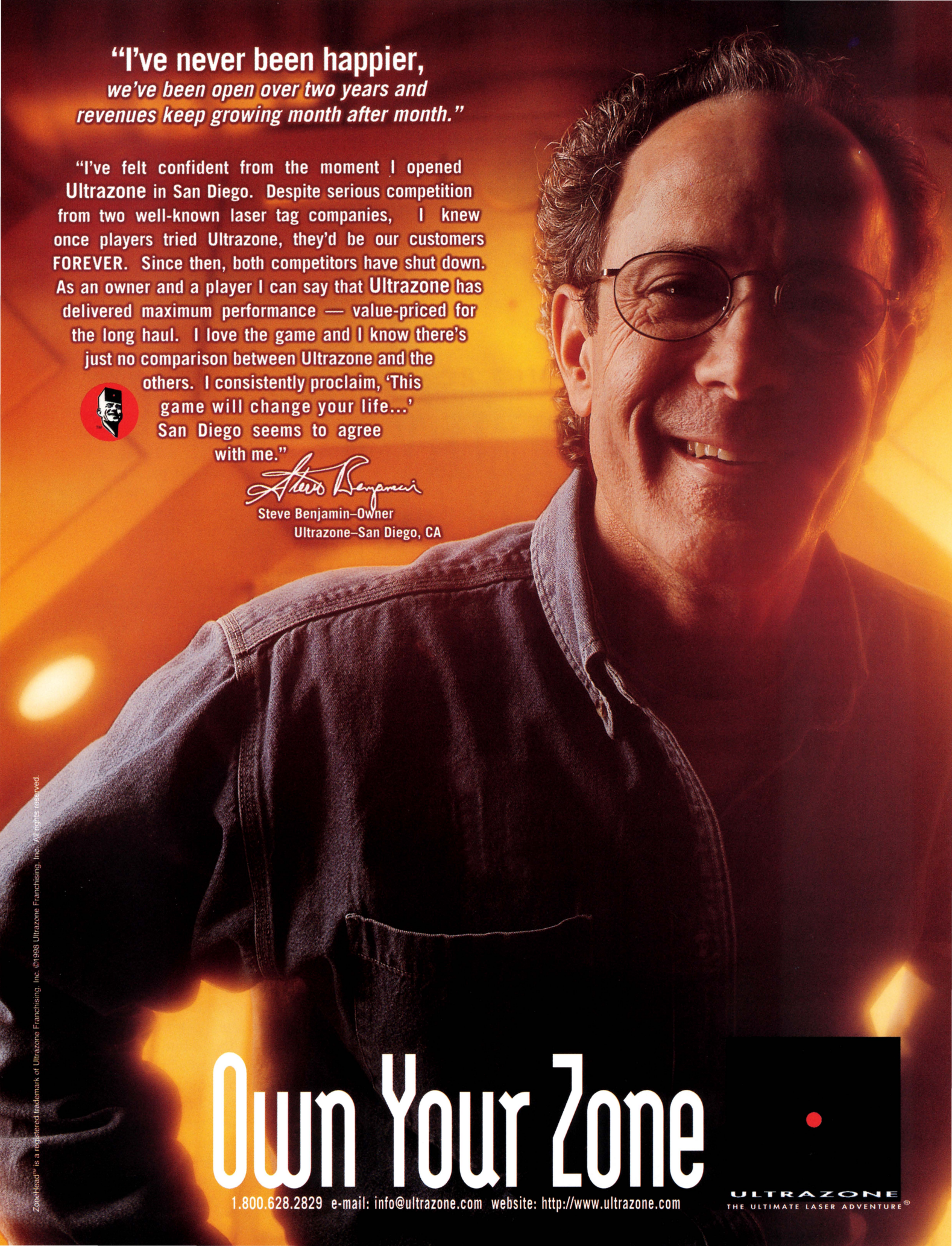
Lazer-Tron will finetune and evaluate games for the U.S. market. Lazer-Tron will also control the arcade testing, manufacturing, quality control, advertising, distribution, customer service, and other aspects associated with releasing the video games into the market.

WHY HAVE YOU CHOSEN TO WORK WITH OPUS AND LBE?

Anyone can build a cabinet, and Quantum has made its commercially designed computer available to anyone interested, but the key is the availability of games. Opus and LBE have been establishing relationships with many of the leading development firms, giving them a wide selection of software. Working with these worldwide developers, LBE and Opus, will give Lazer-Tron around 24 titles including *Quake, Actua Soccer, Death Rally, Monster Trucks, Deer Hunter, Power Slide, Dog on a Stick, Duke 'em Nukem*, for starters. Those being introduced within the next six months are *Wipe Out, Formula I, Forsaken, Cardinal Syn, Death Rally Extreme*, and *Jazz Jack Rabbit 2.*

A little about the two companies. Opus was formed last year to expand the realm of arcade PCs to become a staple of the coin-op industry. Just some of the development companies Opus is working with include leaders in the consumer industry like Psygnosis, Gremlin, Acclaim, and Housemark; more will follow. Plans call for the release of exciting new games on a monthly basis in the near future. Opus' Leon Deith expressed his enthu-

Ron Carrara


"I've never been happier,
we've been open over two years and
revenues keep growing month after month."
"I've felt confident from the moment I opened Ultrazone in San Diego. Despite serious competition from two well-known laser tag companies, I knew once players tried Ultrazone, they'd be our customers FOREVER. Since then, both competitors have shut down. As an owner and a player I can say that Ultrazone has delivered maximum performance — value-priced for the long haul. I love the game and I know there's just no comparison between Ultrazone and the others. I consistently proclaim, 'This game will change your life...' San Diego seems to agree with me."
Steve Benjamin–Owner
Ultrazone–San Diego, CA
Own Your Zone
1.800.628.2829 e-mail: info@ultrazone.com website: http://www.ultrazone.com
ULTRAZONE
THE ULTIMATE LASER ADVENTURE®
ZoneHead™ is a registered trademark of Ultrazone Franchising, Inc. ©1998 Ultrazone Franchising, Inc. All rights reserved.

Matt Kelly

siasm for the partnership, "It was clear to us that for our arcade PC to succeed we needed a company such as Lazer-Tron that could grasp the changes in our industry and offer the same excellent sales and service back-up that their customers have come to expect."

LBE Systems was established in 1997 and is a developer and publisher of arcade software and network products. Its founders have been developing, marketing, and publishing entertainment software for over a decade. Their goal is to provide fresh entertainment software content to the arcade marketplace in a cost-effective manner. LBE also has established relationships with many of the finest game developers including Id, Microsoft, GT Interactive, and others.

Lazer-Tron's Ron Carrara said, "Everybody has been talking about Open Arcade PC product for several years now. I am extremely excited that Lazer-Tron is stepping into this arena first with actual product, not just hype. Our first two games are *Actua Soccer* and *Quake* and the response is great. The product lineup is staggering and I believe that both operators and distributors will benefit tremendously."

SOME HAVE SPECULATED THAT THIS PROGRAM COULD POSSIBLY CUT OUT THE DISTRIBUTOR. HOW DO YOU REPLY TO THAT?

Let me put it this way, a distributor can never be cut out. There is no manufacturer that can take care of customer service, delivery, and follow up. Are we going to put technicians on planes to fix things? Of course not. We've always counted on the distributor to take care of customers. You've been around long enough to have seen companies that have said the heck with distributors, we're selling direct. What happened? They went down the tubes. An operator may say that he wants to buy direct, but it just won't work that way.

Here's an analogy. In the '40s and '50s there weren't car dealerships in every city. Our parents would order a car from the factory, then take a train there and drive it back home. It wasn't long before car manufacturers realized that they needed dealerships to handle service, parts, and sales so the factory could concentrate on building cars. It's the same with our distributor network. We don't want to do their job; we want to do ours as well as we can.

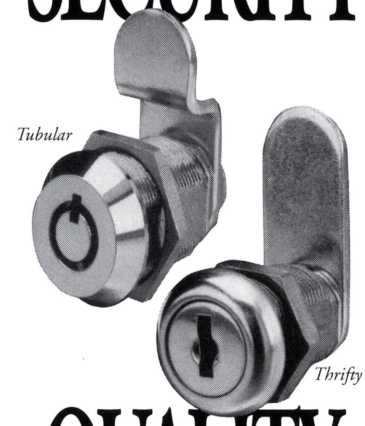
To say you want to eliminate the distributor is to wish for a bucket of headaches. Why would any factory want to carry 2,000 customers instead of 30?

WHAT WILL LAZER-TRON BRING TO THE GAME PLAY?

Lazer-Tron will contribute a key new patented technology to these exciting games, Insta-Prize. It allows players to instantly win an operator-selectable prize from the game when they accomplish a specific goal. A coupon is printed that the player can redeem for a prize. Site testing in the United Kingdom revealed a 100 percent increase in revenue when players were able to win a prize for achieving a specified score.

Lazer-Tron president Norm Petermeier explained that this is an ideal extension to its growing PC-based video game sales of *Prize Zone* and the Video Redemption System, which allows CD-ROM conversion from one redemption game into another. "We firmly believe that this business model will once again allow operators to make money with video products in street locations," he said. ▲

RELIABLE SECURITY



QUALITY PRODUCTS AT A VALUE PRICE.

Tubular Cam Type Lock
- 7 pin tumbler.
- Standard finish – Chrome.
- Thousands of key numbers avail.

Thrifty Cam Type Lock
- 5 disc tumbler.
- Alloy die cast body with stainless steel face cap.
- Over 200 key combinations.

Call for your free catalog.

CAMLOCK systems

Chicago Lock Co. is the exclusive distributor of Camlock Systems Products in North America

98-02-CS

888-972-6373

Do you know the SMART way to make money?

IT'S EASY. All you have to do is to get the attention of the kids by placing a bright and shiny SMART crane at that key location and sit back while you watch your profits rocket!

Bright and Shiny are not the only appealing part about Smart cranes. We offer you multiple sizes and styles of cranes for every location with power to attract not only the kids but everyone. You can choose from Bear Claws, Bean Bag Buddies, Clean Sweeps, Candy Cranes and Prize Circus. Every model comes with options to modify and personalize each machine for peak attention getting. There is no way any kid can pass one of these babies up. Contact your local distributor and place your order.

Bean Bag Buddies 26" shown above

Clean Sweep 42" shown above

Prize Circus shown above

Candy Crane shown here

Bear Claw 34" shown here

ELECTRONIC GAMES SMART ENTERTAINMENT

SMART INDUSTRIES CORP., MFG.
1626 Delaware Ave., Des Moines, Iowa USA 50317
ph:800.553.2442/515.265.9900 • fx:515.265.3148
www.smartind.com • e-mail:smart-ind@worldnet.att.net

Building the 1 BEST

Boomtown Casino in Harvey, La., is garnering its share of a growing market in non-gaming revenue with the opening of its self-owned and operated The Great Escape entertainment center designed to serve the whole family.

Escape from the ordinary at Boomtown

JIM MCCORMICK

Although The Great Escape's grand opening was not until Aug. 12, Play Meter visited during an early sneak preview period as the arcade began to see a large audience of players, young and old, ready to experience the center's promise of a "World Class Adventure".

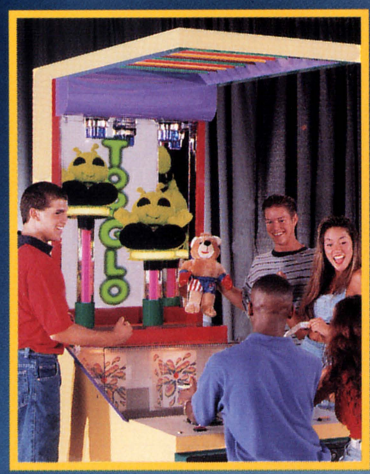
Built on the second floor of Boomtown Casino's land-based facility, the arcade is located above the gift shop, cafe, and saloon. The Great Escape houses 130 amusement machines, including a virtual reality roller coaster, a 3D giant screen thrill ride theater, billiard tables, golf simulators, cranes, and a wide array of video and pinball machines. The ratio of video to redemption machines is 85 percent to 15 percent, and the entire room is well lit and carpeted.

The Great Escape is positioned in such a way that its association with the gambling going on next door is minimized. Families are likely to feel comfortable about visiting the arcade and restaurant without associating with gaming, but the casino and the arcade are close enough that anyone can easily participate in both.

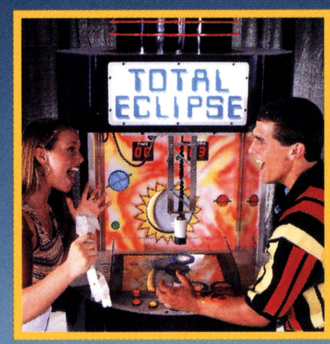
"One of the obligations we made to the surrounding communities is that we would provide alternatives to gaming," said Jonathan Lewis, director of The Great Escape. "So with The Great Escape, even though we primarily have an adult market, there really is something for the whole family at Boomtown."

Bobs Space Racers®

TURN FUN INTO GOLD

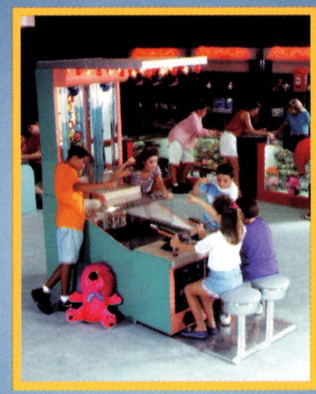


Top Glo™ Water Game

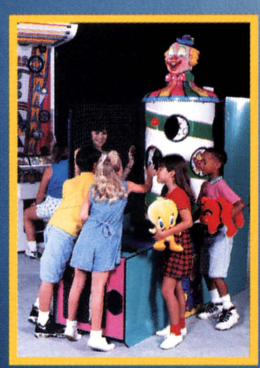


Total Eclipse™

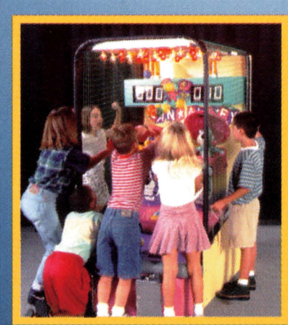
Whac-a-Mole ®



Rising Waters™



Barrel of Fun™



Kiddy Can Alley™

Modular Redemption Center™

For over twenty-five years we have been creating games that turn fun into gold for operators of family fun centers, amusement parks and carnivals. Our games have a proven record of popularity and profitability.

Always on the cutting edge of technology, our games create exciting family entertainment and recreation for players of all ages. Each game is carefully designed, tested and built to insure success with the public and dependable, secure and profitable operation.

We always have new games coming out such as: Top Glo™Water Game, Top Spin™ Water Game and Red Planet.™ Take a fresh look at our ultra-successful line of redemption and group games.

Let us turn fun into gold for you. Call today for complete information on our full line of redemption and group games.

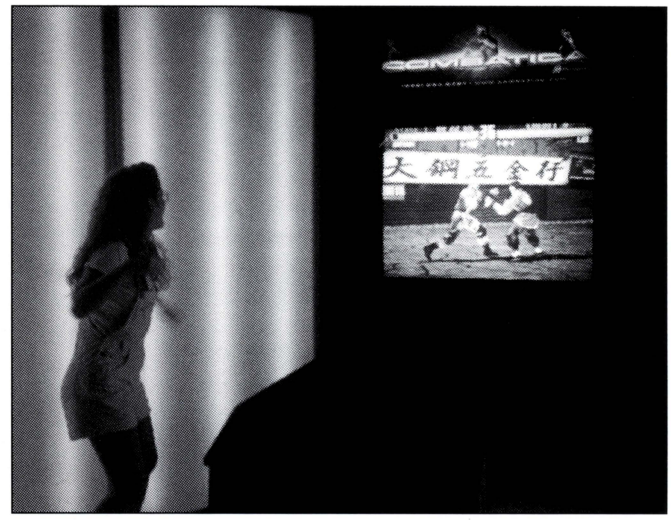
Bob's Space Racers, Inc
427 15th Street
Daytona Beach, FL 32117
PH: 904-677-0761
FAX: 904-677-0794
Web: http://www.BobsSpaceRacers.com
E-mail: Sales@BobsSpaceRacers.com

Bobs Space Racers®

UL LISTED CE

© Bob's Space Racers, Inc 1998

Two guests buckle up for the MaxFlight roller coaster experience.



Careful now...Combatica is a real-life combat game that relies on the player's movements.

The game room covers 13,000 square feet out of the 40,000- square-foot Boomtown. According to Lewis, The Great Escape is designed to max out at around 3,000 people. "Right now a real hot topic is non-gaming revenue, the greatest example of which is The Mirage in Las Vegas," Lewis said. "Forty-five percent of its revenue comes from other-than gaming sources. There are plenty of tangible examples of how people in the casino business are looking for alternatives to help generate revenue."

"Ours is a hospitality industry like other hospitality industries," Lewis said. "Customer preferences change to reflect current interests. In looking at non-gaming revenue, we began to consider what was going on in the restaurant business, like at Hard Rock, and decided that we did not want to do a theme restaurant.

"But Dave & Buster's has 13 successful locations, so we looked at what made them that way. In fact, Dave & Buster's has false blackjack tables. We thought that type of non-gaming environment would complement a casino. We have taken the concept of a family arcade and restaurant with a slightly different angle and elevated it to a whole new level of play.

"After the grand opening of The Great Escape, we will be the only facility east of California that has 3D," Lewis said, referring to the IWERKS 3D theater soon to arrive at The Great Escape. The attraction will consist of an eight-pod theater and a 30-foot wide projected image accompanied by sound and movement throughout the theater, not unlike Disney World's "Back to the Future" ride. Each pod will hold two people at a time so that 16 people may enjoy the theater together. The cost will be $3 per person.

Two other notable attractions in place are Stricor Inc.'s simulator equipped with Xtreme VR Sports Powerboat Racing and the MaxFlight simulator that provides a virtually real roller coaster ride.

Stricor's machine is a full-motion interactive unit with a wraparound visual system that puts players directly into the action. On board the MaxFlight, riders watch a video screen while enclosed inside a capsule that flips, spins, and jostles in accordance with the roller coaster map they have chosen from the menu. MaxFlight has a two-person capacity and costs $3.50 per person.

The Great Escape's redemption counter takes up just over half the length of one wall and is attended by two employees. Redemption games include *Spider Stompin', Jungle Jive, Spin-To-Win, Roll-A-Rainbow, Smokin' Token*, and *Goin Rollin'.*

Tickets are redeemed for such prizes as stuffed animals, stereos, lava lamps, toy cars and trucks, board games, drinking mugs, bracelets, key chains, popcorn makers, barbecue pits, toasters, and golf equipment. While we were visiting, the counter did brisk business with both youngsters and adults.

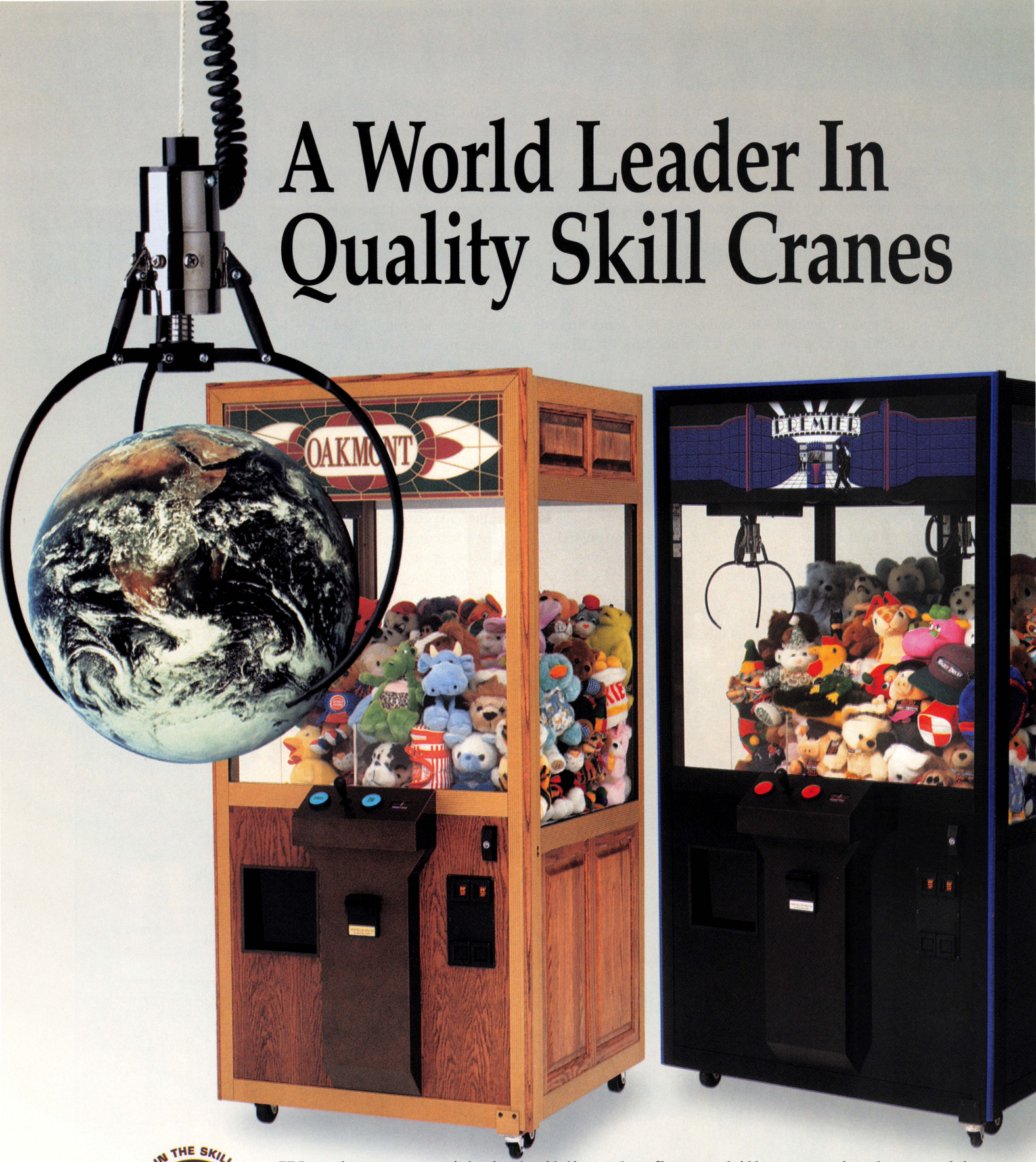
"Watch you don't spend all of your tokens in one spot!" one mother was overheard saying. "But it's a good game," said the woman's son. "See, I'm winning all the tickets!"

Large screen video games on the floor of the arcade include *Tokyo Wars, Wave Runner, Alpine Racer 2,* and *Rapid River. NFL Blitz* appeared on a super-size screen. All the driving games are linked for multiple player racing.

At the other end of the spectrum is the *Shocker* by Bromley, a mock electrical execution chair in which players sit holding onto vibrating bars for as long as they can withstand the vibra-

Young ladies get ready to play ***Rapid River*** by Namco. Note the Parental Advisory Warning that appears on the screen showing the game suitable for all ages.

A World Leader In Quality Skill Cranes



A WORLD LEADER IN THE SKILL CRANE INDUSTRY

Mission
Crane Service, Inc.

We take great pride in building the finest skill cranes in the world. Operators have confidence in the quality and consistent reliability of Mission Crane machines. They say two important words that describe our products, ***"THEY WORK!"***

(888) 660-7253

ETL LISTED 94650 CONFORMS TO ANSI/UL-22

BOB SNYDER & ASSOCIATES, INC. Certified by National Games Laboratory A1001

tions or jolts. Once a player releases the bars from his grip, a printout certifies the strength of vibrations that the player has endured. "Whew, it's nasty. It's like working a chain saw!" said one player.

The Great Escape also houses Combatica, a real-life combat game in which the player actually moves his limbs to trigger combat with an opponent on a large video screen.

Another game proving popular in the state known as "Sportsman's Paradise" is *Bass Fishing* by Sega, used as a ticket redemption game in which players hold a reel, cast, and fish for video catches. Tension on the reel is determined by a string attached to the machine below the video screen; it varies according to whether or not players hook a fish, and how that fish resisted. Some very reel-life play!

All of the games accept the rechargeable "Passport to Adventure" debit card, and there are card and token machines around the perimeter of the arcade. Games range between $1 and $3.50 per play. Credit-depleted cards may be inserted into card machines and additional money deposited to raise the card's credit. Select machines, such as the *Candy Crane*, accept tokens, and there are a number of token machines throughout the arcade.

A generous number of chairs and tables are interspersed throughout the room. A restaurant and bar are accessible through a corridor, as are nine lavishly styled billiard tables arranged in three different rooms.

ATMs are located at the front of the arcade room and throughout the first floor of the facility. According to Lewis, it is part of The Great Escape's business development plan to initiate tournament play in billiards, virtual reality golf from Full Swing Golf, as well as most of the driving games which are linked in groups of six- to 10-player blocks. Eventually there will be a frequent player program in place.

A bank of simulators includes several *Alpine Racer 2* units.

The Great Escape has a special interest group called the Adventure Club which players can join, and the arcade is capable of registering player information through its personalized debit card system.

"Boomtown is a company not unlike other casinos in the United States, and is part of a changing industry full of consolidations," Lewis said. "The Great Escape is a prototype for a series of developments throughout other Boomtown properties." Lewis explained that Hollywood Park owns Boomtown and soon will finalize its purchase of Casino Magic, leading to even further growth for Great Escape centers.

"If our projections and returns meet with our expectations," Lewis said, "we will take this idea and employ it elsewhere for all of its growth potential. For now, though, we are completely jazzed about being here in the New Orleans area." ▲

One Bigger Happy Family

Shaffer Distributing's sales force has grown through its recent acquisition of J&J Distributors.

For 70 years, you have known Shaffer Distributing Company as the Midwest leader in service and sales in the coin-operated equipment distribution business. With its recent acquisition of J&J Distributors Inc., Shaffer is a bigger and better company with expanded markets in Indiana, Missouri and Southern Illinois. Shaffer now has conveniently-located offices in Indianapolis and St. Louis, as well as Cleveland and Columbus.

Shaffer Distributing grew into a great company over the years by developing an internal culture of one big, happy family - and the company will remain that way. Family-owned and operated out of Columbus, Ohio since 1929, today's Shaffer Distributing is bringing its values of providing quality products with impeccable service to more customers. Think of us as the industry's best in the Midwest.

Shaffer Distributing...

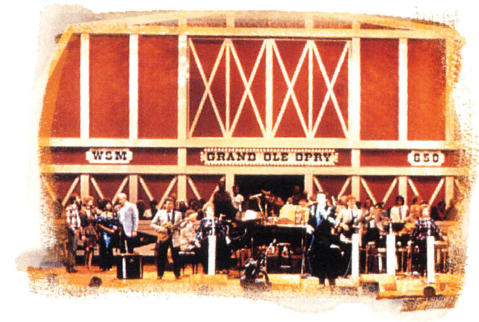
- represents major manufacturers and product lines
- employs highly experienced people who are specialists in the industry
- takes a service-oriented approach that meets customer needs
- is a major refurbisher of used vending, music and games equipment

Shaffer Distributing Company
Since 1929

HEADQUARTERS
1100 W. Third Ave.• P.O. Box 12417 • Columbus, Ohio 43212 • Tel: 614/421-6800 or 1-800/282-0194 • Fax: 614/294-1040
BRANCH OFFICES
Cleveland 216/467-4850 or 1-800/800-0678 • **Indianapolis** 317/899-2530 or 1-800/876-0789 • **St. Louis** 314/645-3393 or 1-800/876-0799

AMOA EXPO '98

Riverfront Park



Grand Ole Opry

BONNIE THEARD

Nashville

Fortune magazine named Nashville one of the 15 best U.S. cities for work and family.

Nashville hosted over 13.4 million visitors in 1996. The city has over 125 hotels with over 26,600 rooms.

Forbes magazine named Nashville one of the 25 cities likely to have the biggest job growth in the next five years.

Gibson guitars, cowboy boots, and Stetson hats. You're in the heart of country when you come to Nashville.

The welcome mat of the music world is being rolled out for the coin-op entertainment industry Sept. 17-19 when AMOA International Expo '98 comes to town.

The Opryland Hotel and Convention Center is the setting for all the show-related activities. It's a city within a city, just a stone's throw from the Grand Ole Opry, General Jackson Showboat, and Springhouse Golf Club. A new 4.5-acre Delta addition in 1996 created a domed world that surrounds you with southern hospitality. Gentle waterfalls and expansive gardens combine to create an atmosphere unmatched by standard accommodations. Several restaurants are on the grounds, also shops, and a river system complete with Opryland River Taxis.

There are many ways to see the Nashville area: walking or driving tours, horse-drawn carriage, excursion boats, and personal guides. Major attractions and landmarks include The Hermitage, home of soldier president Andrew Jackson; Belle Meade and Carnton plantations; Country Music Hall of Fame and Museum (due to move downtown in the year 2000); Cheekwood Botanical Gardens; Wildlife Park at Grassmere; Music Valley Car Museum; Ryman Auditorium (former home of the Grand Ole Opry); Cumberland Science Museum; and of course the Grand Ole Opry Music Hall and Grand Ole Opry Museum.

In Riverfront Park visitors can enjoy the Tennessee Fox Trot Carousel that features 36 figures and 28 panels related to Nashville's history, from Davy Crockett to Minnie Pearl.

Of special interest is The Parthenon, an exact-size duplicate of the famous structure in Greece. The replica was built for the 1897 Tennessee Centennial Exposition.

Inside are art galleries, a 42-foot statue of Athena, and a shop with books, educational items, and unusual gifts.

Country music means country cooking, and you can find strictly southern menus at places such as Swett's Restaurant, a landmark since 1954; Uncle Bud's, rated in the Top 10 by the Catfish Institute; and the Wildhorse Saloon, described as serving "food so good your taste buds break into a two-step."

You're never at a loss when it comes to restaurant choices in this diverse city. The 1998 Music City Vacation Guide lists no less than 144 eateries, and that's just for starters! Feast on American fare at the new NASCAR Cafe, German cuisine at the Gerst Haus, Mexican specialties at Rio Bravo Cantina, and serious sandwiches at Schlotzsky's Deli. You will also find a Hard Rock Cafe, Morton's of Chicago, Planet Hollywood, and The Crab House.

Kendra Robichaud of Micro Mfg. in LaVergne likes the Wildhorse Saloon, New Orleans Manor for the seafood buffet, and eateries like the 101st Airborne, Texana Grill, Prime Cut Steakhouse, and The Old Spaghetti Factory.

Kevin Sharp of Kevin Sharp Enterprises in Murfreesboro endorses the Wildhorse Saloon, adding that Ruth's Chris Steakhouse (a New Orleans original) is another favorite spot. David Overcast of CDR in LaVergne also likes Ruth's and Printer's Alley.

Rick Parsons of Auction Game

Tootsie's Orchid Lounge

The Parthenon

The Hermitage Gardens

Music City USA welcomes coin-op

For an industry that counts jukeboxes among its cornerstone products, this music mecca in mid-America is the perfect spot for an annual gathering.

Nashville's most famous athlete is Wilma Rudolph, who won three gold medals in the 1960 Olympics.

The city is also known as the Athens of the South for its fine arts and higher education.

Nashville joined the ranks of the NFL in '98 with the addition of the Tennessee Oilers and a new 67,000-seat stadium.

Sales in Unionville favors Coby's Steakhouse (Japanese-style), Ruth's, and the clubs around Second Avenue.

Demo's is a big favorite: Tim Peach of FYD in Mt. Juliet, Chris Furlough of Discovery Gaming Systems in Murfreesboro, and Keith Heflin of Worlds of Games in Shelbyville all list it number one. Demo's is downtown and features pasta, salads, steaks, seafood, and chicken dishes.

Bill Guler of Hot Hits in Nashville was hard pressed to name only a few restaurants. He was a wealth of information for attendees who wish to sample local cuisine and atmosphere. For quiet, classy American fare he suggested Midtown Cafe and Cakewalk. For a lively time he said try 12th & Porter for pizza, pasta, and more, plus the adjacent music room for alternative sounds.

Fitting the description of Southern/Continental, Guler named Cafe 123. In the upscale category he endorsed The Merchants at Fourth and Broadway, located in a converted hotel. The fare is American with indoor and outdoor dining venues; sometimes a jazz combo is an added bonus for the evening. Bill also likes Manhattan's (see below) for its food/music blend.

While country music is the stock and trade, clubs around town feature every type of music including bluegrass, jazz, rock, Top 40, and rhythm and blues.

Second Avenue and lower Broadway in the downtown area comprise The District, the place to be for entertainment and dining. The Wildhorse Saloon at 120 Second Avenue North not only offers food, it sports a 3,300-square-foot dance floor and provides dance instruction for the novice (Don't be shy!)

Also in The District: Barbara's, where stars were born; Mere Bulles for piano and jazz; Bourbon Street Blues and Boogie Bar with live blues; Bluegrass Inn, a haven for up-and-coming artists; Havana Lounge, a martini bar with a walk-in cigar humidor and bistro cuisine; and Tootsie's Orchid Lounge, a country music bar next to the Ryman Auditorium.

For a unique experience, try the Broadway Dinner Train that affords a 2.5-mile ride aboard restored dining cars that travel a historic route. Live entertainment is part of the package.

A big thumbs-up for Manhattan's, a supper club with New York ambience. It's located in the basement of The Stock Yard Restaurant at 901 Second Avenue and features nightly dancing to music from the Big Band Era.

The new multilevel entertainment complex Graham Central Station is another good bet, as well as Buffalo Billiards which has 27 pool tables.

Malls, specialty shops, antique markets, record and tape stores (of course!) and even factory outlet stores can be found in Nashville. The new Opry Mills will open in the year 2000; it takes the place of Opryland Park which closed in 1997 to make way for a new complex that will include shopping, dining, and entertainment.

If you can't bear to leave without some authentic Western wear, try the Boot Factory, Sheplers, Dangerous Threads, and three locations of the Nashville Cowboy. ▲

Photos and background information provided by the Nashville Convention & Visitors Bureau.

AMOA comes of age on its 50th Anniversary

Board members came from 21 states to meet in Houston, Texas in 1977. Kneeling, (l-r): Richard Silla, Wally Bohrer Jr., Fred Granger, Nels Cheney, Gabe Orland. Second row, (l-r): Wes Lawson, John Trucano, Ted Nichols, Wayne Hesch, Don Van Brackel, Garland Garrett, Bob Nims, Russ Mawdsley, Irving Holzman, A.L. Witt, Fred Collins Jr., and Ray Barker. Third row, (l-r): Ed Schultz, Dorothy Christensen, Al Marsh, Ernestine Tolisano, Jim Donnelly, Claude Smith, John Cameron, Norm Pink, P.J. Storino, John Strong, Leoma Ballard, Charles Tashima, Hal Shinn. Top row, (l-r): Don Anderson, Neil Crenshaw, Dexter Joyner, James Mullins, Jerry Derrick, Dock Ringo, Walton Loury, Kem Thom, John Mears, Harold Heyer, Roland Tonnell, and J.L. Ray.

THE YEAR WAS 1948. THE BABY BOOM WAS IN FULL SWING AS YOUNG MEN IN THE ARMED SERVICES SETTLED INTO CIVILIAN LIFE, MARRIED AND STARTED RAISING FAMILIES, AND FURTHERED THEIR EDUCATION THROUGH THE G.I. BILL. AFTER THE RATIONING OF METALS, GASOLINE, MEATS, BUILDING SUPPLIES, AND OTHER PRODUCTS THAT TOOK PLACE DURING WORLD WAR II, THE COUNTRY WAS RETURNING TO BETTER TIMES. NO LONGER WERE SPAM AND MACARONI AMONG THE MOST PLENTIFUL FOOD ITEMS.

Amusement equipment factories that had been redirected to the production of war effort materials were now able to resume their primary purpose. (The War Production Board had issued order #L-21 on May 1, 1942 that called for the halt of the manufacture of automatic phonographs, considered a non-essential product.) The January 1953 edition of the *Bally-Who* newsletter produced for "those who build, distribute, and operate Bally games," recalled that during 1942-43-44-45 Bally plants produced only war materials 24 hours a day.

Break Into Great Earnings!

Virtual Pool™

- Based on the Best Selling Interplay PC Game!
- Play Pool in 8 Different 3-Dimensional Locations!
- Play 8-Ball, 9-Ball, Straight Pool, and Speed Pool!
- Unique Season Tour Encourages Repeat Play!
- Rotate and Zoom in Real Time for the Perfect Shot!
- Use English and Massé Techniques for Amazing Trick Shots!
- Easy-to-Use Trackball Control!
- Uses Incredible Technologies Powerful New Eagle-1 Hardware System!
- Compatible with Low-res, Mid-res and High-res Monitors!
- Sensational 3D Graphics!
- High Quality Digital Audio System!

www.itsgames.com

Contact your local distributor or:
Bulldog Amusements, Inc.
18338 Redmond Way
Redmond, WA 98052
(425) 869-6400 Fax- (425) 869-6401

Virtual Pool is a Trademark of Interplay Productions. All Rights Reserved.

Developed by:
Incredible Technologies, Inc.
1600 Hicks Road
Rolling Meadows, IL. 60008
(847) 870-7027 Fax- (847) 870-0120

INCREDIBLE TECHNOLOGIES

In 1948 jukeboxes and pinballs were back in production in a big way. *Screw Ball*, a pinball designed by Harvey Heiss at Genco was named the best pinball of the year. Other models included *Jamboree* from Exhibit Supply Co., *Blue Skies* from United Mfg. Co., *Eureka* from Bally, *Shanghai* from Chicago Coin, *Buccaneer* from D. Gottlieb & Co., and *Speedway* from Williams.

Jukeboxes of 1948 included the AMi Model B 40-selection machine; the Wurlitzer Model 1080 that used the record changer and sound system from the 1015 of 1947; the Mills Constellation Model 951-W, a reworking of the 1947 model and the last before Mills sold its phonograph inventory to H.C. Evans and Co. of Chicago; and Rock-Ola's 1428, the last in the Magic-Glo series. In December 1948 Seeburg introduced the M-100 A, a new 100-selection model!

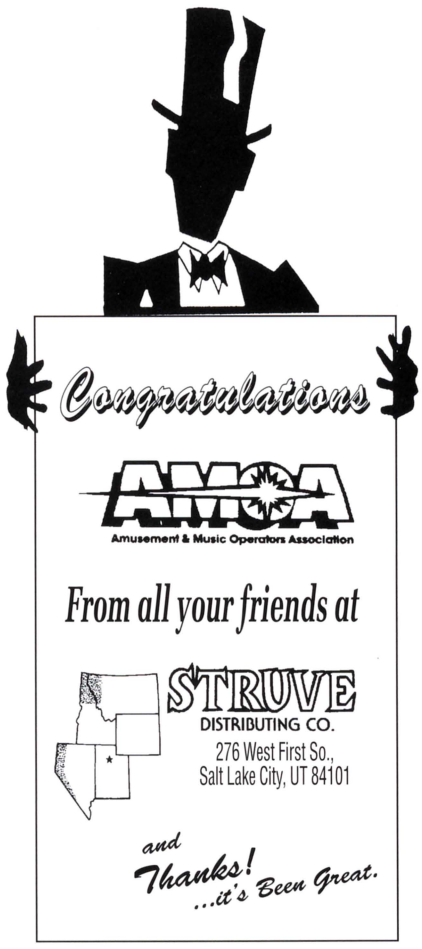
The post-war period was marked by demand for all types of products. Against this backdrop emerged the Music Operators Association, later to become the Amusement and Music Operators Association (after the MOA '76 Expo), a non-profit national trade association composed of owner/operators, distributors, and manufacturers of amusement equipment.

According to the 1993 AMOA Annual Report, the association was "Founded in 1948 to protect the industry's interests in licensing and government issues. AMOA has grown to become the voice and vitality of the coin-operated amusement, music, and vending industry. AMOA offers a valuable forum for an exchange of ideas and information, and addresses the unique needs and concerns of industry members.

"In addition to sponsorship of the industry's largest annual exposition and educational seminar, AMOA sets standards for industry professionalism. From government relations and education to inter-industry relations, AMOA provides ongoing leadership and proactive positioning on all fronts."

Today the organization boasts over 1,200 members in seven categories: operator, distributor, manufacturer, one-stop, recording industry, supplier, and classified (trade press, retirees, consultants, association executives).

Shortly after signing the jukebox copyright agreement in 1985, (l-r): Sen. Ed Zorinsky (D-NE), who in 1983 introduced key legislation to protect the jukebox industry; Rep. Robert Kastenmeier; Hal David of ASCAP; John Estridge, then-president of AMOA; Bette Lockhart of Rock-Ola; Ed Kramer of BMI; Rep. Carlos Moorhead (R-CA); and Vincent Candilore of SESAC.



The association and its members have seen veritable leaps in technology and changes in the very core of operations methods in its long history. From electromechanical to solid-state, and from 78 rpm to 45 rpm to CD to digitally downloaded music, it's been a wild ride.

In 1975 the MOA annual convention and trade show had 88 exhibitors occupying 210 booths—considered big for its day. Seminars focused on the economics of doing business and speakers were usually professors who had ridden with operators on their routes to gather background information. How far we have come!

Twice in recent history there were proposals to change the name of the association. But few may remember that in 1975 then-president Fred Collins Jr. suggested that MOA might change its name to the Music and Games Operators International to better reflect its international nature.

Let's take a walk down memory lane and touch upon major happenings during the last 50 years.

Origin

The origin of the association is intricately entwined with the issue of jukebox royalties. According to *Play Meter* editor Valerie Cognevich, "The whole

1) AMOA Expo '88, (l-r): Wally Bohrer and Clyde Knupp present a Century Award to industry legend David Rockola.

2) 1975 MOA reception in Honolulu, (l-r): Ted Nichols, Charles Tashima, Mr. and Mrs. Wes Lawson, Roland Tonnell, Mrs. Nichols.

3) AMOA certifies 23 in the AMOA Notre Dame program in 1985.

4) At an MOA committee meeting in 1974.

5) The Mid-Year Board Meeting in Monterey, Calif.

6) In 1980, seated, (l-r): Ross Todaro, John Estridge, Jim Ryan, George Thompson, Bernard Hodges; standing, (l-r): Ross Todaro Jr., Wes Lawson, Norbert Paszkiewrz, James Prather.

7) Fred Granger contemplates his 13 years with AMOA from what would be his new office in Chicago.

Remembering the early years

Paul Calamari

Paul Calamari spent most of his 50-year industry career at Bally. His name is synonymous with the golden era of pinballs.

First, let me extend congratulations to Don Hesch, president of AMOA, his entire staff, and all members in good standing of the association on their 50th anniversary.

At the time I joined the coin-op industry in 1937 as a Bally Mfg. Co. employee the Expo association was called CMI, for the Coin Machine Industry. MOA, the Music Operators of America, was born in 1948.

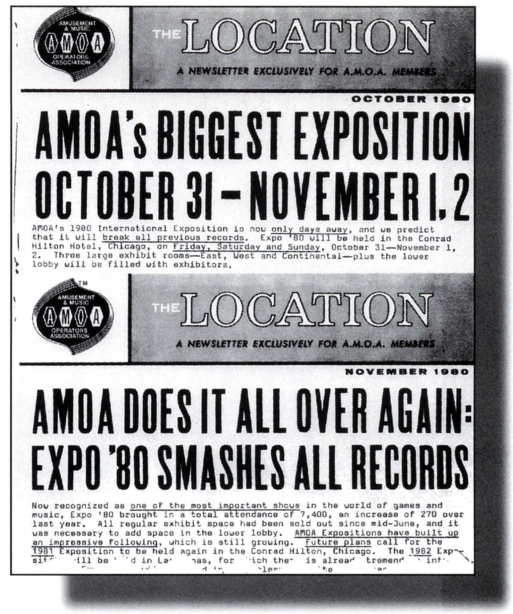
The year 1948 was a very good year for the entire coin-op industry. But for Ray Moloney's Bally Mfg. Co., 1948 was a banner year. Just two weeks after *Citation*, one of the greatest race horses of all time, won the Kentucky Derby, Bally was shipping without question the greatest coin-op one-ball game of all time, Bally's *Citation*. Don Hooker was the genius and the "thinker upper" of *Citation* and all previous Bally one-ball games and those that followed *Citation*, namely *Champion* (1949) and *Turf King* (1950).

Bally distributors from all over the country honored Ray with a a 13-page testimonial or "citation" for giving them and their operator customers a great money-making game. My dear friend and Bally distributor Louis Boasberg of New Orleans Novelty Co. flew to Chicago to present Ray with a special engraved plaque. Louis didn't forget "the man," his friend Don Hooker, who also received a plaque. Yes, Louis knew Don's talent.

Bally's *Citation*, shipped in 1948 within two weeks of the famous race horse's win at the Kentucky Derby, was the first game with guaranteed advancing scores. *Citation* appeared at the first MOA Expo that year.

Bally's other outstanding coin-op games produced and delivered in 1948 included *Hi-Boy*, an upright console with a newly designed reel mechanism. This reel mechanism was used on many other great console games utilizing the hold-and-draw feature. This reel mechanism became the backbone of Bally's lineup of outstanding slot machines of the '60s. The hold-and-draw feature was an early forerunner of the video poker games of the '80s and '90s.

1948 was also the year that Bally gave the coin-op industry *Heavy Hitter, Deluxe Bowler, Nudgy, Rancho*, and *Carnival* and *Ballerina* five-ball games. 1948—yes, it was a very good year! ▲



THE LOCATION

A NEWSLETTER EXCLUSIVELY FOR A.M.O.A. MEMBERS

OCTOBER 1980

AMOA's BIGGEST EXPOSITION OCTOBER 31 - NOVEMBER 1, 2

AMOA's 1980 International Exposition is now only days away, and we predict that it will break all previous records. Expo '80 will be held in the Conrad Hilton Hotel, Chicago, on Friday, Saturday and Sunday, October 31—November 1, 2. Three large exhibit rooms—East, West and Continental—plus the lower lobby will be filled with exhibitors.

THE LOCATION

A NEWSLETTER EXCLUSIVELY FOR A.M.O.A. MEMBERS

NOVEMBER 1980

AMOA DOES IT ALL OVER AGAIN: EXPO '80 SMASHES ALL RECORDS

Now recognized as one of the most important shows in the world of games and music, Expo '80 brought in a total attendance of 7,400, an increase of 270 over last year. All regular exhibit space had been sold out since mid-June, and it was necessary to add space in the lower lobby. AMOA Expositions have built up an impressive following, which is still growing. Future plans call for the 1981 Exposition to be held Again in the Conrad Hilton, Chicago. The 1982 Exp[illegible] ill be [illegible] d in Le[illegible]nas, for [illegible]ich ther[illegible] is alread[illegible] tremend[illegible] Int[illegible]

AMOA's Location newsletter proclaims that the '80 Expo brought 7,600 attendees to the Conrad Hilton Hotel in Chicago.

nucleus of why the association was formed was to battle changing copyright law, which was revamped in 1948. Jukeboxes had always been exempt, but when the whole copyright law changed a strong association was needed to present the operators' position."

MOA fought and won the ability to remain exempt, from 1948 to 1976, when the law changed yet again and the association came full circle to face the issue that had been crucial to its formation. Operators were asked to supply location lists to the Copyright Royalty Tribunal (CRT, forerunner of the Jukebox License Office), which was delegated to collect the royalty fees.

Basically, the CRT was a government collection agency for private organizations. Operators strongly opposed turning over location lists and resented the government involving itself in private enterprise. This last issue would arise again when video lottery proposals proliferated in the late '80s and early '90s and operators were often faced with state governments as possible competitors as legalized gaming became more acceptable.

Jukebox license fees have been a recurring problem for the association and its members. The negotiated jukebox license fee in 1977 was $8 for each machine. It was said that one day the fee might go as high as $50. Little

1) In Scottsdale, Ariz., (l-r): Fred Granger, Russ Mawdsley, Garland Garrett, Don Van Brackel, Vic Rye, and Ray Barker.

2) AMOA Expo '87, (l-r): Dick Hawkins; Cece Zorinsky, widow of Sen. Ed Zorinsky; and Wally Bohrer.

3) Wes Lawson (l) presents a distinguished service award to Al Marsh in 1982.

4) Good sports at the 1981 Monterey golf tournament.

5) AMOA Expo '88: (l-r): C & N's Bob Lund, Tami Norberg-Paulsen, and Tim Norberg.

6) AMOA Expo '92, (l-r): J.B. Reaves, John Estridge, and Manley Lawson.

GLOBAL TOUCH HD PLUS

The Only Full Motion Video Hard Drive Based Touch Screen Game!

LUCKY THIRTEENS

KLASSIC KLONDIKE

SIMPLY SIMON

DRAW POKER

COME BY AND SEE THE ALL NEW

GLOBAL TOUCH HD+2

New Games New Graphics New Sound

PHRASE HUNT

STRIP POKER

BLACKJACK

To Be Unveiled At The AMOA '98 Nashville Show

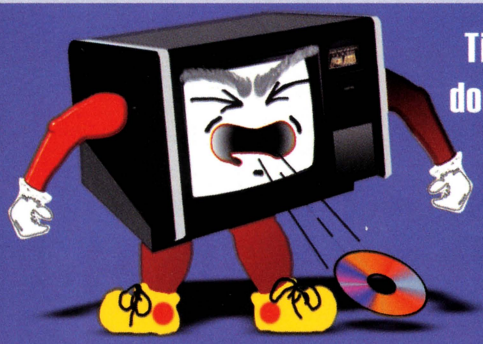
Bbooth # 648

PAIR EM UP

TAKE 14

MONTE CARLO

WORD SCRAMBLE



Tired of dealing with CD ROM games that don't work due to dust and smoke buildup?

Micro Manufacturing has eliminated this problem with its sealed hard drive system!

Thus giving you faster, smoother graphics and sound without any of the CD ROM downtime! Make The switch today!

GLOBAL TOUCH HD PLUS

A World Of Fun At Your Fingertips!

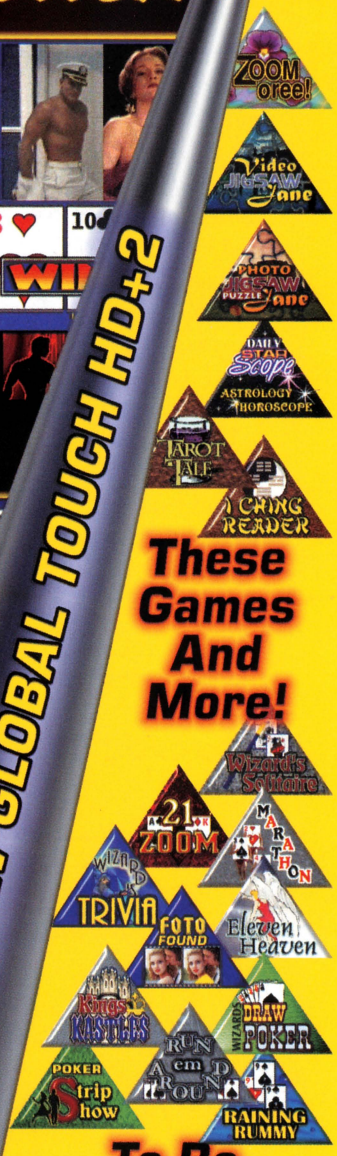
Micro Manufacturing, Inc. 535 Old Nashville Highway LaVergne, TN 37086 (800)277-6136 Fax: (615)793-5512

Fire Up Your Profits With Our Sizzling

FULL MOTION VIDEO

There's Nothing Hotter!

ALL NEW GLOBAL TOUCH HD+2



These Games And More!

To Be Unveiled At AMOA '98 In Nashville

GLOBAL TOUCH HD PLUS

Multi Game Touchscreen Countertop Unit

MICRO MANUFACTURING, INC 535 Old Nashville Hwy. LaVergne, TN 37086 1-800-277-6136 Fax: (615)793-5512

did they know! Today the fee is $318 for the first jukebox.

"Operators felt they paid royalty fees with the purchase of the records," said David Pierson, *Play Meter* editor at the time of the negotiations. He characterized the fee as "letting the camel's nose in the tent." At the time, and after so many years being exempt, debate raged over the compromise and caused a rift among operators about the law and to some extent created a backlash on the association. The new copyright law of 1978 gave copyright owners a bigger claim, and there was no going back.

Committees

On the totally positive side of jukeboxes, the AMOA Jukebox Promotion Committee did an admirable job of heightening awareness of jukeboxes as the machine's 100th birthday rolled around in 1989. The committee's mission, to increase jukebox owner income and enhance jukebox visibility—was achieved through record label promotions and local promotions.

Today the committee has negotiated a deal with RCA, which will supply new "Alabama" CDs to jukebox operators, and that's only the beginning.

A variety of committees and subcommittees cover every aspect of the association's concerns: video content, standardization, marketing, membership, government relations, finance, long-range planning, technology, tobacco vending, new business opportunities, and more. Expo committees cover awards, planning, seminars, international attendees, and entertainment.

Scholarships

One of the benefits of AMOA membership is the opportunity to apply for a student scholarship for those who need financial help. The Wayne Hesch Scholarship Fund, created in 1985 in honor of the 1979 president who emphasized the importance of education, has awarded almost $300,000 in scholarships to worthy students. Forty scholarships were given in 1997, each in the amount of $1,000.

AMOA's goal is to award one scholarship in each state and have the amount matched by the recipient's state association. Criteria taken into

In the mid-'70s, the AMOA government relations committee, seated, (l-r): James Mullins, Wayne Hesch, Don Van Brackel, and Bob Nims; standing, (l-r): Fred Granger, Russ Mawdsley, Garland Garrett, Ted Nichols, and Fred Collins Jr. This group also made up the finance and insurance committees along with legal counsel Nicholas Allen.

Congratulations!
AMOA
on your
50th
Anniversary
From Your friends at-
WURLITZER
Deutsche Wurlitzer GmbH

Happy Birthday!
AMOA
Congratulations on your 50th!!
MUSICVEND
And
dunis distributing company
"We're your Best in the Northwest!"

THE NEW GENERATION OF

FUN MERCHANTS Cranes

CONTACT
YOUR LOCAL
DISTRIBUTOR
FOR LEASING PROGRAMS
OR CALL
(800) 524-2343

FUN merchants

H. BETTI INDUSTRIES, INC.

303 Paterson Plank Road • Carlstadt, NJ 07072-2307
800-524-2343 • 201-438-1300 • FAX 201-438-4837

consideration include academic quality, field of study, location, and relationship (family member or employee of an industry member).

TRADE SHOW

"The world comes to Chicago" is one way a foreign correspondent put it after viewing the MOA show of 1976. It was held at the Conrad Hilton Hotel, which then-*Play Meter* writer Dick Welu descried as "a plush hotel representative of the opulence of a bygone era, but its exposition facilities are decidedly just bygone."

With characteristic wit Welu talked about one of the most impressive booths. He wrote, "Allied Leisure had a great outfit on display. She was a 5'9" brunette dressed in a black velvet jumpsuit with a zipper that got stuck just above her navel. What a set of components! I haven't seen so much skin since the last time I filleted fish."

Beautiful models have been a mainstay at trade show booths, whether it be the French maid shoeshine girl or Gaslight Club girls, either in booths or at hospitality suites serving cocktails. One of the biggest impressions was made by Elvira, Mistress of the Dark, who made two appearances in the flesh (lots of it) to draw attention to two pinball games in which she figured (excuse the pun) prominently.

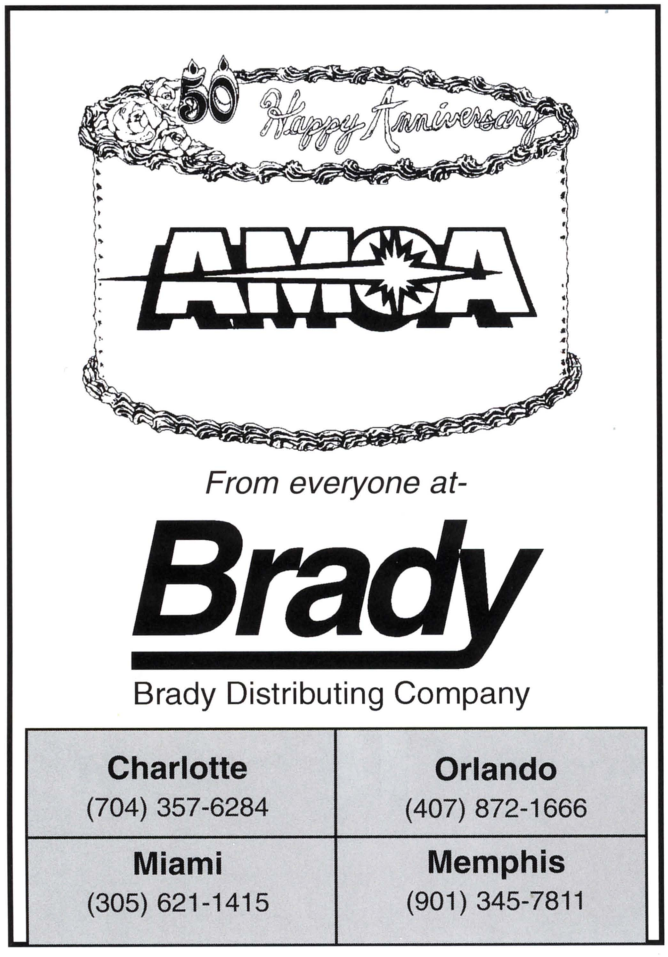
Costumed characters also livened up the show floor, from Mario Bros. to Bart Simpson and Ms. Pac-Man to Trog (remember him?). Who could forget the time the person inside the Mario costume fainted from the heat on the lower level of the Hyatt Regency exhibit floor in Chicago. In that case the princess had to rescue him!

The 1976 MOA Expo marked the change in the association's name, with Garland Garrett being the first president of the organization known as AMOA. The show review in *Play Meter* stated, "This year 108 exhibitors showed in 260 booths. A lot of business, in the form of actual orders for new equipment took place at this year's show, indicating a healthy demand for good new games. The show increasingly has become like the London A.T.E. and IAAPA show, a business forum where a great deal of actual buying and selling takes place. This is a fairly recent development."

Video games were still referred to as "TV games" in 1976.

Games displayed in that category included Atari's *Sprint 2*, Gremlin's *Blockade*, and Project Support Engineering's *Bazooka*. Video games such as the impressive *F-1* shown by Atari was described as high-priced equipment, and one of the most talked about games at the show. This reference echoes shows further down the time line: those big-ticket games still draw crowds.

By 1978 the Expo was significant because not only was the show out-



YOU'RE AS GOOD AS GOLD!

AMOA
Amusement & Music Operators Association

HAPPY ANNIVERSARY
TO OUR FRIENDS AND PARTNERS AT THE AMOA.
HERE'S TO 50 MORE YEARS OF
CONTINUED SUCCESS.

WILLIAMS ELECTRONICS GAMES, INC.
Williams® Bally®

MIDWAY® GAMES INC.

growing the Conrad Hilton (which was scheduled to be torn down anyway), it marked the first time gaming equipment was allowed on the exhibit floor. It was also the first show since the controversial new copyright law went into effect. 1978's exhibits were double that of Expo '68.

Fast forward to AMOA Expo '81, when convertible games (kits) made their first appearance. "The cost of new equipment continues to escalate!" was the call of the day. Convertible games could ease the squeeze monetarily, but it was feared that they would mean the end of the distributing business. A statement was made in December 1991: "It is clear that domestic factories can no longer maintain stables of one line only, and most will try to ride with video."

While Sega's Dave Rosen made bold predictions about conversion kits, it wasn't until Universal's *Mr. Do!* came along that kits proved they could earn like dedicated games.

In 1982 some factories threatened to pull out of the planned AMOA Expo '82 at Caesars Palace in Las Vegas. It was claimed that media attention would blur the line between amusement and gambling equipment, and that gray area games would create a negative attitude toward all games. These fears, and concerns that attendees would find other things to do in Las Vegas and not stay on the exhibit floor apparently abated since AMOA Expo traveled to Las Vegas in 1989 and 1991 and will return in 1999.

AMOA Expo '83 and '84 were decidedly gloomy. The attitude was positive when AMOA '85 rolled around. Outgoing AMOA president John Estridge said, "Operators have been looking for ways to survive; this year they're looking for ways to make money."

AMOA-NDA

Dick Hawkins was named chairman of a committee formed in 1985 to establish a dart league program for operators. The program became the successful AMOA-National Dart Association that hosts both annual team and singles championships. The first tournament took place in 1986.

Hawkins immediately saw the benefits—promoting play and increasing revenue—and thought what worked for pool could work for darts. He recognized the need for promotions, lamenting: "That's the problem with the typical operator. He puts his product on the street and that's the last thing he does with it. This industry is asleep when it comes to promoting product."

"It is clear that domestic factories can no longer maintain stables of one line only, and most will try to ride with video."

Parallel Imports

No single issue caused a greater rift between AMOA and the Amusement Machine Manufacturer's Association (AAMA) than the parallel import issue that waged for years in and outside of the courts.

The industry formed battle lines in 1986 over the issue of U.S. operators having to buy dedicated games when other countries were offered kits. Operator Bill Beckham of Red Baron in Toledo, Ohio, fought this issue in the courts and was victorious in 1988 but it was appealed.

Finally, the 101st Congress amended the Copyright Act of 1990 and made parallels legal to publicly perform (effective November 1991 until October 1995). It came up again involving Worldwide Video and Sega in 1997. A settlement was brokered by AMOA and an official announcement was made during a press conference at AMOA '97.

AMOA and AAMA co-hosted Washington conferences, or held them concurrently for several years before discontinuing the practice. Now old wounds are healed and the two associations are co-sponsoring each other's shows, encouraging the operating community to attend both AMOA in the fall and ASI in the spring.

Depreciation

1991 AMOA president Craig Johnson of TATAKA in Salt Lake City, Utah, will forever have operators in his debt for his private letter ruling from the IRS on regarding the income forecasting method of machine depreciation. This letter set a precedent for a more realistic method of depreciating equipment.

Recent Times

The National Amusement Network Inc., AMOA's foray into networked games to benefit operators, has been in progress since 1994 involving a test program and more fine tuning, but has yet to reach the promise of its potential.

AMOA '96 saw the "Microsoft proposal" of PC-based games that are finally coming to the marketplace, although not as cheaply as first envisioned.

Concerns over violent video game content that began in 1993 has not abated. Parental Advisory Disclosure Messages in sticker form are being made available through AMOA, AAMA, other trade associations, and local distributors to help guide families in game choices.

AMOA, which started as an operator's association run by operators and operator committees, has for the last 13 years been in the hands of Chicago management firm Smith, Bucklin. On July 22 AMOA announced a return to a completely operator directed organization to take effect some time following the upcoming AMOA International Expo '98. A new era dawns.

For more insight into the history of the association, read the comments from past presidents as they completed their terms of office, in this special section. ▲

HANG STUFF

1-800-777-5874

Immediate credit line available to A.M.O.A. Members

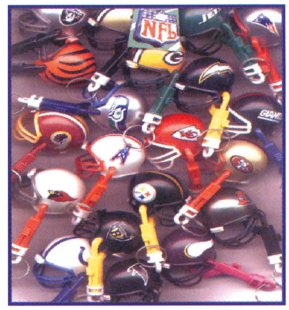
A division of: CRANE MACHINE MERCHADISE

By: A.L.D. Services, Inc.

Every item on this page is user friendly and will immediatly work in your Sports Arena!

R101 Tennis Shoes / Balls
1dz $20.oo/dz 6dz $17.5o/dz

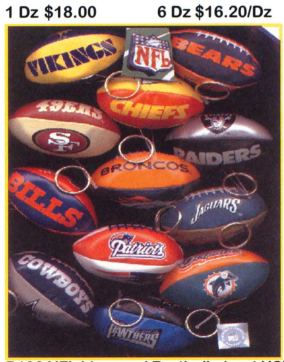
R102 Bowling KC (2 asst)
1 Dz $18.00 6 Dz $16.20/Dz



R107 MLB Baseball Thumbnail Hats W/KC
1 Dz $12.oo 6 Dz $10.oo/Dz

R104 Slinky Sports KC (3 asst)
1 Dz $9.oo 6 Dz $8.oo/Dz

R105 MLB Licensed Baseballs (asst KC)
1 Dz $15.oo/Dz 6 Dz $12.oo/Dz



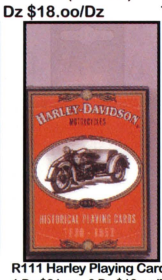
R106 NFL Licensed Footballs (asst KC)
1 Dz $21.oo 6 Dz $18.oo/Dz

R103 NFL Football Helmets w/KC Asst.
1 Dz $30.oo (RIDDELL tm) 6 Dz $25.oo

R108 MLB Pennants (asst teams)
1 Dz $9.oo 6 Dz $7.5o/Dz

R109 NFL Licensed Jerseys /KC (asst teams)
1 Dz $19.oo/Dz 6 Dz $16.2o/Dz

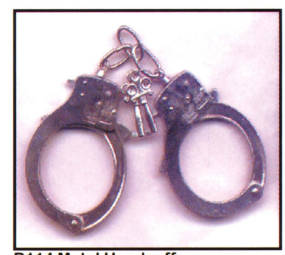
R110 Mickey Mouse (Licensed) (4 asst)
1 Dz $12.00 6 Dz $10.00/Dz



R111 Harley Playing Cards
1 Dz $21.oo 6 Dz $18.oo/Dz

R112 Bud Playing Cards
1 Dz $21.oo 6 Dz $18.oo/Dz

R113 Sports Ball KC (3 asst)
1 Dz $10.oo 6 Dz $8.oo/Dz



R114 Metal Handcuffs
1 Dz $21.oo 6 Dz $18.oo/Dz

R115 South Park Wind ups (Collections Pack)
1 Set of 5 $25.oo/Set ($5.oo ea) 5 Sets of 5 $20.oo/Set

R116 Barbie Collectables Licensed) (4 asst)
1 Dz $35.oo Dz 6 Dz $30.oo/Dz

R117 Live to Ride Pins Licensed(Metal)
1 Dz $15.oo 6 Dz $12.oo/Dz

R123 Bowling Pin Pen
1 Dz $18.oo Dz 6 Dz $15.oo/Dz

R118 Sports Key Chains Metal (5 asst)
1 Dz $19.oo Dz 6 Dz $17.oo/Dz

R119 Bat & Leather Glove KC
1 Dz $18.oo Dz 6 Dz $15.oo/Dz

R119 Ball & Leather Glove KC
1 Dz $18.oo Dz 6 Dz $15.oo/Dz

R119 Bat & Ball KC
1 Dz $18.oo Dz 6 Dz $15.oo/Dz

R122 MBL Playing Cards
1 Dz $24.oo Dz 6 Dz $21.oo/Dz

R124 The Mickey Mouse / Looney-tune Gang (Seven asst.)
1 Dz $12.oo Dz 6 Dz $10.oo/Dz

R125 Looney-tunes Clip-ons Licensed (4asst.)
1 Dz $10.oo Dz 6 Dz $9.oo/Dz

R126 Slinky Colorfull Key Chains
1 Dz $10.oo Dz 6 Dz $9.00/Dz

INTERVIEW WITH DON HESCH

outgoing AMOA President

IT'S A LONGTIME TRADITION OF *PLAY METER* TO INTERVIEW THE OUTGOING PRESIDENT OF THE AMUSEMENT AND MUSIC OPERATORS ASSOCIATION. IT'S AFTER A YEAR OF WHAT WE CALL GRUELING FUN TRAVELING AROUND THE COUNTRY, TALKING WITH OPERATORS, AND BEING THE ONE ALL LOOK TO FOR TOUGH ANSWERS, THAT THE PRESIDENT HAS LOTS TO LOOK BACK ON.

This past year the president was Don Hesch, who coincidentally had just finished up a year serving as chairman of the National Automatic Merchandisers Association (NAMA), so his calendar filled up quickly. Don's father Joe started A.H. Entertainers Inc. just shy of 60 years ago. It was started as a jukebox company—period. As time went on different equipment was added as customers requested it.

Don's younger brother Wayne, who served as AMOA president in 1979, passed away a few years ago but AMOA has kept his memory close to heart through the Wayne Hesch Scholarship Fund, named in his honor. Over the years the Fund has benefitted hundreds of deserving college bound students.

When did you begin working for your father?

Wayne started in about 1956 and I came on board in 1958 because I had a stint in the army and he didn't. I started like everyone else, working in the shop. I then worked my way up to bench mechanic repairing jukeboxes and getting them ready to go on location.

My father decided there was not enough income to support all the families, including our five employees'; so he decided to get into vending. He went out and bought five cigarette machines, put them out on the floor, and told me that this was my new project. That's how we got into the vending business.

To take this up to the '90s, my brother passed away, I took over the running of the company, and everything has been growing. Because of the area we are in we have become very aggressive. We employ about 300 people in our amusement, vending, dining (manual feeding like in cafeterias and large factories where we have a staff that serves breakfasts

This is the REEL deal!

Match Em Up™

Gregg Borman -
Camelot Park Livermore, CA

"Players of all ages love it, women were lined up to play. Customers want a bank of them to sit and play at. Customers have been arguing over who was next to play."

Match Em Up is the hot new skill stop that challenges players' reflexes to stop the rotating lights on matching symbols. Each time players stop the light, one of the three spinning reels stops on the same symbol. If players are able to stop on three 7's, they win the bonus tickets. Even if they don't get a 7 on the first stop, players still have a chance to win big tickets by matching up symbols on the last two stops.

See us at
AMOA Booth # 456

Match Em Up Features:

- Skill stop action
- UL, CE, and FCC certified
- Progressive Bonuses
- Size 25 1/4" W x 50" T x 73"L
- Wt. 200 lb.
- Multi Coin Play
- Fully adjustable and metered
- Patented and patents pending

4430 Willow Road
Pleasanton, CA 94588
Phone: (925) 460-0873
Fax: (925) 460-0365

LAZER-TRON®

and lunches), and office coffee divisions. Everything is fine in 1998.

Have your children joined you in the company?

I have three sons who are working with me. My oldest son Craig is vice president of administration, my middle son Mark is operations manager in vending, my youngest son Chris is operations manager for the amusement division. My brother Wayne's son-in-law Chris McSwain is working in music and darts.

Today I'm president and CEO of the company—when I'm here! Maybe after my term is up I'll see if I can get a full-time job here!

Since you recently served as chairman of the NAMA association, how do the two associations compare?

There are differences in the way they are managed. NAMA has its own staff and staff of attorneys and so on. It's a much bigger organization compared to AMOA as far as services and so on. AMOA basically is run by a smaller staff and the input by the board of directors has a bigger impact on the running of AMOA.

You've spent your year as president. Did you accomplish everything you wanted to?

I didn't get everything done, but I expected that. The number one goal for me as president was get the directors on a direction, and have them work together as a team. That's why we established Team '98. I think we got that accomplished. The directors and committee chairmen are all working in the same direction. I had a big banner put up at the cocktail party at last year's AMOA with Team '98 on it. And we carried the theme to all the board meetings, etc., and I think that incoming president Jim Stansfield will pick up Team '99.

There was some misorganization beforehand, but everyone will agree that everyone is on the same page; we are trying to keep everyone informed as much as possible. I have an open door policy. We've had a lot of communications through e-mail amongst the board members. I would have to say that the board of directors are much more informed than they've ever been. It was one thing that the board and the directors were upset about and I think we got that accomplished.

Don (r) talks with Russ Mawdsley, who was *Play Meter's* very first ouitgoing president interview when he was president of AMOA in 1974.

As far as individual subjects, I don't know if I can talk about that. Some are done and some aren't. I don't think that's important because you always have things happen every year in AMOA whether it be video content, parallel boards, or something to do with NANI. All these are being worked on. There is no conclusion yet on some things like this and there can't be a conclusion. However, I think we are better off now than we were when I first came on board in all situations.

You touched on the video content issue. What's the status on that?

As you know we recently held a news conference in Sen. Kohl's and Sen. Lieberman's office. Frank Seninsky represented AMOA as well as the International Association of Family Entertainment Centers (IAFEC). The main thrust was to spell out that the industry had implemented the parental advisory system and that the ratings are in place. Stickers will alert parents so they can make sure their children are playing the right games for their age.

Do you think operators are embracing this concept, or do they not understand the ramifications if the government decides it needs to step in?

This is my main theme this year. At every state association meeting I've attended as president the number one issue I brought to that state is video content and video violence. I've tried to explain that the concern is not going away. All of a sudden they'll wake up one day and realize they have a major problem when no one under 18 will be able to play video games in counties, municipalities, or even states where they operate. The one in Florida hasn't gone away yet; it's still out there. They'll sit back and wonder what happened. Well, what happened is that they didn't take the issue seriously while they still had time to make a difference.

You have to be proactive in this. When you're reactive, it's already happened to you. We are trying to get the message out to operators and the American Amusement Machine Association (AAMA) is working with its members to have the message in the artwork of the game. Stickers and posters are available and should be on every video game. Contact your distributor, and if they don't have the stickers, call AMOA and we'll make sure you get them.

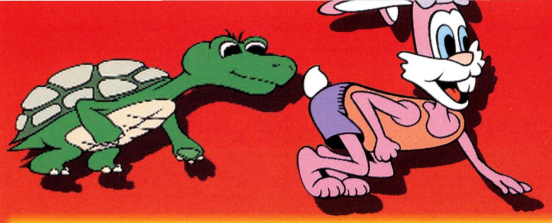
The point is to be aware. Take it seriously now before you wake up and say, "My god I lost a third of my players."

Have you ever had a personal experience concerning video violence?

Yes, we've had a few incidences where people complained about the violence. And we've had to remove games from certain locations. Originally we were upset in our own minds. Then I really took a look at how violent the game was. And that's the same problem with many operators; they're owners, not players. They don't know what the heck they're putting out there. When I found out what we were putting out there, I was a little unhappy. I realized I wouldn't want my grandchildren playing some of these games.

That's good, Don, that you stepped outside for a minute and looked at the games through a grandparent's eyes and didn't just simply say, "We have a right to operate these games." That's commendable.

If you aren't that way you are a tak-



ISLAND DESIGN INC.

Presents

GREAT GAMES
.... Created By Kids
for kids!

VORTEX™

ATTRACTIVE

- In your face cabinet design allows spectators to view the funnel action from a distance or up close without distracting the player.
- Playful graphics that are attractive to boys and girls of all ages.
- Beautifully molded CUSTOM PLASTIC FUNNEL allows attractive multi-colored backlighting without cutting up the play field.
- Bright illuminating ATTRACT ARROWS embedded into the front of the cabinet attracts spectators.

DURABLE AND RELIABLE

- Custom target switches eliminates the need for adjustments.
- Optical and Mechanical coin validation.
- Uses the same reliable PCB that is found in Spider Stompin Deluxe and Tortoise and the Hare.

ADDICTIVE GAME PLAY

- OVERFLOWING CASHBOXES TELL THE STORY!
- Animated AGGRESSIVE BONUS that teases the player with a chance to win every time.
- Animated target graphics that MAGICALLY light.
- Very long coin play for a coin rolling game.
- Can play multiple coins at the same time.

Available in 2-player version

Dimensions:
43L X 32.5W X 62"H
Weight 275 lbs

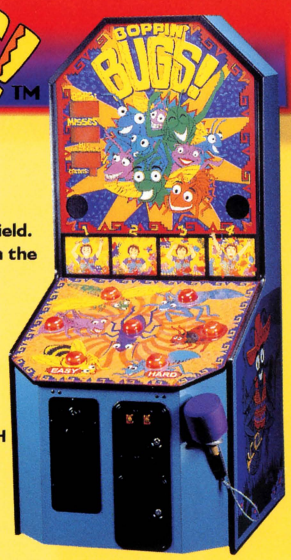
Tortoise and the Hare™

High speed two player stomp to the finish game. Players try to stomp on the light buttons, the faster they stomp the faster the buttons light up and the faster the player moves around the track to the finish line!

Dimensions:
57L X 65W X 77"H
Weight 300 lbs

SPECIAL NON-SKID FLOOR

BOPPIN' BUGS!™



Get slap happy with BOPPIN' BUGS! Smash those pesky "bugs" with the mallet as they light up the playfield. The faster you squash'em the faster they light up.

Dimensions:
37L X 32W X 72"H
Weight 250 lbs

SPIDER STOMPIN' DELUXE™

Sequal to the award winning SPIDER STOMPIN'. Featuring the great game play that both kids and adults love.

SPECIAL NON-SKID FLOOR

Dimensions:
57L X 41W X 66"H
Weight 250 lbs

ISLAND DESIGN INC.

3343 Industrial Drive #8 Santa Rosa, Ca. 95403
Ph (707) 547-4850 fax (707) 547- 4858

VORTEX ©1997
SPIDER STOMPIN' and BOPPIN BUGS ©1996
TORTISE AND THE HARE ©1995
Distributed by Island Design Inc.
Developed by Island Interactive, Inc.

er and not a giver. I have a philosophy that you just can't do that. You won't survive. I don't know about other parts of the country but in the Midwest you have to be a little flexible. If you aren't you won't be around.

What were some of the milestones in the industry during your time?

When I first came out of college and started working my dad had me converting 78 rpm jukeboxes to the brand new 45s. Now we've gone to CDs and we're looking at digitally downloaded music. Things are always changing.

How did the industry feel about making that change from 78s to 45s?

It's like a lot of things today. You couldn't get the proper assortment of songs for the 78s anymore. We were forced to change. Just like today, they are forcing you to get rid of 45s and operate CD jukeboxes. It was the same program back then. And it was a reinvestment but I think we took that investment just like we did with CD boxes and increased our price per play. Then it might have been raised from a nickel to a dime, with CDs we went to 3/$1. Regardless, we were able to see a return on our investment both then and now.

I remember when Seeburg first introduced the CD jukebox. I was one of the guinea pigs testing it. And it worked! We started looking at our collections. Locations that had been doing $50 a week were suddenly doing $100 or $150 at 3/$1. I said that if that's what's going to happen, let's get these out as fast as we can. I think I was one of the first guys to really jump on the CD phonographs in Chicago. I moved on them as fast as we could and as many as we could afford. Actually, we still operate a few combos that have CDs and 45s.

Since you were a guinea pig for CDs, do you plan on doing the same for digitally downloaded music?

Nope. I'll tell you what. When someone can prove to me that for the reinvestment that I'll have to go through, that I'll increase my income and increase my income enough to pay for it, maybe then I'll sit down and talk about it. Until then I'm not willing to reinvest in that portion of my industry the way they want me to.

Do you have a lot of competition in your locations for your jukeboxes like background music, etc.?

No, we haven't had a lot of that. I think we have a few using MTV. We just had a meeting with our staff in the music and games division. One of the things that we are concerned about is that our music collections are not as good as we anticipated. Unless you have a country or rap location there isn't a lot to choose from. There's a void somewhere in the middle. I just feel like the record industry has let us down with some talent.

We need something like another Elvis or the Beatles to get back on track. If you look at some of the hit rap CDs, you can't put some of them on the jukeboxes because of the language used. So we don't put it out. We may

The BEANIE Zone

Looking for an extremely well made, well priced Skill Crane? You'll find it in "The Beanie Zone." 24"w x 24"d x 72"h. Specially designed, attractive, galvanealled steel cabinetry with attraction lighting, special Beanie claw, and great sound effects.

"The Beanie Zone" features a rear chute to discourage forward tilt cheating, easy loading front window, prize counter, separate 8-way joystick and drop claw controls, dual coin mechanism with inside cash box, and bill validator with stacker.

The high security recessed T-Handle lower service door permits plenty of storage space inside. Controlled by a single mother board with no fuses or potentiometers, the game is completely state-of-the-art with seven owner programmable features.

Backed by years of high-quality skill crane manufacturing experience, "The Beanie Zone" will provide years of profits.

AGE INC. ™

Advanced Games & Engineering, Inc.
1231 NE 8th AVENUE
FORT LAUDERDALE, FLORIDA 33304
Phone (954) 527-0907 • Fax (954) 527-0226
www.advancedgames.com

THE BEST DOLLAR BILL ACCEPTORS AND VENDING MACHINES

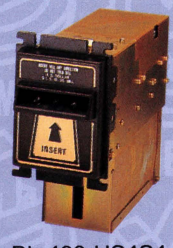
BILL ACCEPTOR

SPECIFICATIONS

- Simple one piece unit.
- Simple installation.
- Simple to accept bills in any direction.
- Same day shipping.
- Prompt service.
- Quantity prices available.
- High security.
- High performance.
- Highest acceptance rate of good bills.
- Anti-pull back cheat device.
- The best value for your investment.
- Troubleshooting is easy.
- Variable stacker capacity : 200,400,600 bills.

BL-888-US4
U.S. 1,5,10,20

HSV-300
U.S. 1,5,10,20

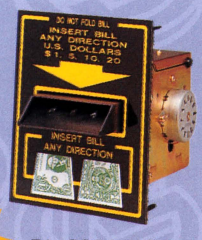


BL-400-US4S4
U.S. 1,5,10,20

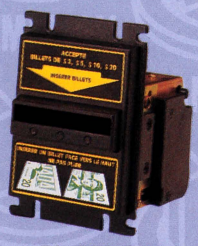
BL-600-US2
U.S. 1,5

BL-600-US4
U.S. 1,5,10,20

BL-600-US4S6
U.S. 1,5,10,20



BL-2001-US4
U.S. 1,5,10,20



BL-600-CA4
C.A. 2,5,10,20 (NEW/OLD)

BL-600-CA4S6
C.A. 2,5,10,20 (NEW/OLD)

BL-600-NT1
N.T. 100

BL-600-NT1S6
N.T. 100

NEW
VE-2200

PREPAID PHONE CARD

FEATURE

- Accept $1,$5,$10 or $20 bills,and a variety of U.S. bill denominator.
- A capacity to accept up to 600 bills.
- Hold up to 120,30 mil. cards.
- Vends any thickness.
- Tamper-proof and jam-proof card dispensing unit.
- Dispenses plastic or paper card.
- Electronic accounting function.
- Optional pedestal stand or wall mountable.
- Adjustable vend price setting.
- Non restable meter standard.
- Custom design and manu-facturing available.
- Back-up battery included.
- Electronic audit, Self-diagnostic indicator.

COIN CHANGE

MODEL EX-3200
U.S. 1,5,10,20

FEATURE

- Fully automatic coin changer.
- Includes anti-cheating system and counterfeit bills detector.
- Automatic detector warns operator of malfunction.
- Able to change bills to coins or tokens.
- Accepts U.S. bills of denomin -ations up to U.S. $20.
- Coin-container holds up to 3,000 coins.
- Can be wall-hung.
- 600 bills capacity stacker is able to organize bills.

GAMEMAX CORPORATION
No. 24, Alley 38, Lane 91, Sec. 1,
Nei Hu Rd., Taipei, Taiwan, R.O.C.
TEL:886-2-2797-1236 FAX: 886-2-2797-1634

E-mail :funtech @ ms6.hinet.net Web site: http:\\ www.gamemax.com .tw

have some problems because we don't put it out, but I'm not going to have parents call and complain about the language. I'm not going to be a part of it. And it's a problem.

That's an interesting point. I know I usually listen to the oldies and now that I think about it that's probably why. I don't like rap and there's nothing in the middle I enjoy.

We've about run out of oldies. I think our customer base is getting tired of what we are trying to sell them, like the oldies. We need something new. We need a shot in arm. We need another trend or different pop artist to get things going again. There are more people listening to country because there is not much else for them to play.

The relationship between AAMA and AMOA has taken serious strides. How's the relationship now?

We have this alliance on our conventions. We are co-sponsoring each other's convention and that was a big step when we got that accomplished.. I guess I shouldn't use the word sponsor; it's an alliance. They invite us to their ribbon-cutting and we invite them to ours. We send out letters to our members encouraging them to attend AAMA's show, the Amusement Showcase International, and they in turn send letters to their members reminding them to attend the AMOA Expo. It's a crossover promotion that has been putting us closer together. Both associations are working towards having two shows, one in the spring and one in the fall. It gives the buyers for street and arcade operators two opportunities to see what's available. It's important to have that kind of communication.

There are so many issues that need a team effort. We've worked hard and well together to get the parental advisory program in place at the level it's at today. If you don't work together you aren't going to help the industry at all, you're going to hurt it. We've brought in the IAFEC now so it's a more concentrated effort that will benefit the industry as a whole. We invited IAAPA and they want to be a part

Don (r) chats with AMOA board members Jim Hayes of Gem Music (l) and Frank Seninsky of Alpha-Omega Amusements.

of it. What we are trying to do is the right thing for the industry. That's the important thing, and both AAMA and AMOA have been striving to do that.

There have been a number of things we've tried to do together. There was the Washington Conference that we held together. Maybe we could do our legislative efforts together sometime in the future. And how about lobbying? There's no limit to what we could accomplish together as a cooperative effort.

Why is it possible now for the associations to form these alliances?

Let's take a look at it. There's a lot of downsizing with manufacturers, operators, and distributors. With these consolidations there's fewer people within the industry. We're all starting to realize that we all can't go off on our own splinter groups and expect to get anything done. We have to work closer together because the community is getting smaller. It's the trend and I don't see it going away.

Do you see the large operators getting bigger and the smaller ones disappearing or do you think there will still be a place for small operators?

I think there will always be a place for them. But there will be fewer of them. The cost of the equipment today changes things. Even with a company like ours I sometimes have to bite my lip and wonder if I want to pay for it. An operator who has 100 or 150 pieces on the street will just not be able to buy some of this equipment at all.

I hate to say it but it's probably going to shake out with larger operators getting larger. I even think there will be fewer locations. Street locations will diminish because of tougher DWI laws and the cost of doing business. More operators are taking a look at where else they can go with the equipment besides locations like taverns. Everyone is exploring new avenues. FECs are a great example of another form of entertainment. We are supplying product to that industry whether they own it themselves or we operate a portion of the games. But that's for larger operators. A smaller operator probably couldn't afford to put 25 or 30 games in an FEC. So it's a matter of size and a matter of dollars. I hate to say it but that's the way it's going.

This brings me to a question for you about the Open Arcade Architecture. What's your opinion?

I think you'll see more equipment that is PC-based. I only hope the prices are in line. But there's a big question about whether they will be. But PC-based games are the trend and it has to be the trend. Some manufacturers woke up and realized that operators must have equipment they can afford. I think the golf game, *Golden Tee 3D Golf,* has certainly demonstrated that. It's been a hit and there's a reason for it: operators can afford it. Countertops have been a hit for the same reason. How many can afford one of these dual driving games or big simulators when we're talking such big bucks.

It's always been in our society that someday someone will have the right item. It's the same in our industry. When someone comes out with something we want, we'll buy it. It's much less a concern where it comes from as what the return on investment will be. As long as it's legal!

You've been all over the country and talked with a number of operators. Is there an apathy problem?

I haven't heard a lot of people complaining about the business. I'm not really trying to give this a different spin but I think that two years ago people were in the doldrums talking doom and gloom, and now I hear more positive talk about the business in general.

Move more money

MARS®
Bill Acceptor
Series 2000

from the bar top to the bank.

Mars Electronics' AE2400 Bill Acceptor adds to your customers' good time. Install this versatile unit in your table top games, and customer play and satisfaction go on and on without interruption.

- High acceptance rate — accepts wrinkled, damp, dirty and faded bills
- Convenient bill stacking — up to 700 bills
- Smooth bill path with no pinch rollers reduces jams — more transactions
- Takes $1, $2 and $5 bills — in any direction
- Exceptional security — cross channel sensors protect against "yank cheating"

With the AE2400, your high-volume games become high-profit centers. And you can take that to the bank!

The AE2400.
An acceptor designed to make you money.
Call us at 1-800-634-0027.

MARS® ELECTRONICS INTERNATIONAL

ISO 9002 REGISTERED COMPANY BSI

Mars and the Mars Electronics International Device are registered trademarks of Mars, Incorporated

© Mars, Incorporated 1998

One of the reasons is the equipment I mentioned before—*Golden Tee 3D Golf* and countertops. These are things they can afford to put out and they're seeing a good return.

I've got golf games out everywhere and even have a waiting list today looking for a golf game. I really couldn't tell you what it is that makes it so popular, maybe nothing else is available. I just don't know. Players can't get enough of them. We've put out some Konami fishing games *(Fisherman's Bait)* and we're waiting to see what that does. Our people are looking for that to be quite a game. That's what we anticipate.

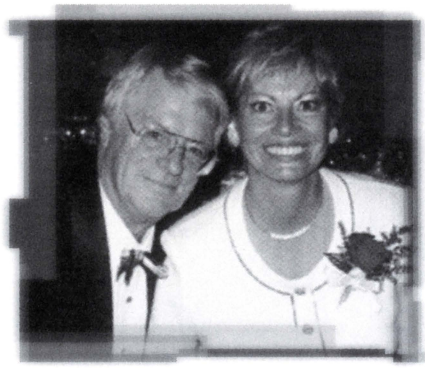
Is it harder to gauge what players want than it used to be?

No, I don't think so. No one ever really knows what's going to take off. But today, since you don't have a huge selection of product, it is a little harder to decide what they'll want.

How would you assess the home market in relation to our industry?

I'm just not sure how to comment on that one. I guess the upward spin would be that normally the manufacturer asks us to put equipment out and give them earning reports. If it does well after they feel that they've run the gamut through our base of operators, then they come out with a version for the home. We have the opportunity to be the first to take a look at the earnings on a piece of equipment. To put a positive spin, that's how I'd have to look at it.

But I also think that sometimes the manufacturers jump too soon to put it in the home before we are done with it. That gives us another competitor and that would be when they go home and play it. One thing you have to understand about the golf game: players want to get better. So they have to practice. They are playing by themselves just so they can get better on it. We used to get a lot of practice time on dart games. Then all of a sudden they could buy a smaller dart board and practice at home. We lost that play. That hasn't happened yet with the golf game. The point is that a lot of the play we have is people practicing. That's why *Pac-Man* did so well. People wanted to get better on the game and there was no other way to do that except play on our games.



Don and his wife Sue enjoy the AMOA banquet in 1996.

We are impressed with the seminar line-up. How important is it?

Lee Wesson, who is in charge of that for AMOA, has done a fantastic job. I was blown away with all the topics included. I think education is vital to our industry and this shows how dedicated and committed AMOA is to providing timely topics that can help operators run their businesses better and smarter. If operators don't attend seminars, they are definitely missing something. I tell all my people to go. We look over the seminar schedule before the show. And we assign different ones to different seminars. We want to make sure that we know what's going on. When we come back from the show we get together and everyone has an evaluation of the seminar he attended. We share information. We've been doing that for years.

That's interesting. You've been in the industry since 1959 and 40 years later you still see a need to go to seminars.

You have to understand that there is a new spin on almost everything that happens in our industry from year to year. Every operator should be aware of those new spins. There are some great ideas that come out of the seminars and from the networking at the convention.

Do you think the networking is important?

Networking with friends you've met over the years is important. I actually bring problems to the show because I know there are people I can talk to about them.. I come back with a wealth of information. An example would be leagues. When we were thinking about getting involved, we kept talking to operators about what they were doing and how they were running their leagues. We picked up a number of ideas from other operators. We learned from their experiences. I'm happy to say that our leagues have been very successful. There are all kinds of little things we learned from talking to other operators.

Another thing I discussed with fellow oeprators was CDs. We talked about inventory, the old favorites, how people set up a CD jukebox. Originally there were a lot of question about that. We picked other people's brains and they picked ours. They probably went back with information just like we did.

Looking at new games at a show is only part of it. I think you need to go out there and get educated and find out what other people are doing too. If you're not doing that, you're in your own little cocoon. You don't have a clear picture of the industry from there. You're going to fail because you don't have all the answers. I don't have all the answers. But when you network at the shows you'll discover that the other guy has solved some of the problems you're going through right now. People have taken the networking at a show too lightly when it's one of the most important aspects.

Any last word?

I'd just like to invite everyone to Nashville! We are going to have a great show. We aren't having a banquet this year. Instead we're having a party Friday night at Grand Ole Opry. Tickets are only $25 and it includes a cocktail party and a night at Grand Ole Opry. We are working with JLO and we're getting a high level of entertainment. Who knows who will show up, but I have a funny feeling we're going to have a few surprises!

Also, Thursday night we're having the association's 50th anniversary party. Hope to see everyone there. ▲

Merit SUPER SUMMER BLOWOUT!

EXCITING NEW *POWER QUIZ!*™
New Screens! New Play Action! More Fun!
More Q's! **Suitable for 50¢/Player!**

MEGATOUCH XL™

SUPER 5000

WE'VE GOT GAMES!

4 SUPER *SYMBOL GAMES!*
Adds Fresh Appeal to Megatouch Favorites!

SUMMER EARNINGS BOOST! ALL MEGATOUCH XLs!

SPECIAL SUMMER FINANCING!*

5 GAME PACKAGE! 6 MONTHS NO PAYMENTS! 15 MONTHS TO PAY!

BUY 5
SUPER 5000 CD KITS!
GET 1 FREE!

OWN ANY XL-R5's?
(Who doesn't?!)
FREE CD UPGRADES!

Merit® INDUSTRIES, INC.
215-639-4700
FAX: 215-639-5346
www.meritind.com

MAKE YOUR SUMMER COLLECTIONS *SIZZLE!*

1-800-523-2760

* Through participating US distributors. 5 game minimum.

AMOA EXPO '98

PRESIDENTS speak candidly

Past presidents faced some of the same problems we face today. Following are excerpts from our traditional interviews with outgoing AMOA presidents over the years. In many cases, the hot topics of yesterday are still under discussion.

1997 Jerry Derrick
Derrick Music Co.
Charleston, W. Va.

Change: "The way things are going to fall into place with the technology and developer's row could mark the biggest change in the industry for a long time to come."

Membership benefits: "There is a lot of communication and learning through talking to one another and attending seminars. You get to learn from the experience of operators in other areas of the country."

Cigarette vending: "If we can come out of it with lock-out devices or a settlement, that will be very positive. Between a third and a half of our members say they operate the machines."

1996 Randy Chilton
Chilton Vending & Billiard
Wichita, Kan.

Priorities: "Dollar coin, video game violence, and cigarette vending are priorities."

Industry conditions: "The industry has been in a shake-out since I got into it. But shake-out may not be the right term; it would be more like an evolution. Everybody is consolidating, whether it's operators, distributors, or manufacturers."

Technology: "Technology is where it's at. It's our charge to make sure we learn about it."

AMOA Expo: "If you're an operator whose business is a little off from last year you have to go (to AMOA Expo) because new technologies are the future. If you're just moving that *Pac-Man* around hoping for it to get better, it's not going to happen."

1995 Tami Norberg-Paulsen
C & N Sales Co.
Mankato, Minn.

Technology: "You have to embrace what's happening in new technology and figure out a way to utilize it within your own businesses. Operators have to ask themselves where their place is within the expansive entertainment arena. Those who confront this issue and determine solutions will have a bright future."

Education: "The Expo seminar program has been evaluated, fine tuned, and improved. The education committee now sees its mission as being the educators and informers to the industry—to the broader spectrum of operators."

Image: "As an industry and trade association we want to project an image of professional business people who provide for-pay amusement entertainment in a wide variety of forms."

1994 R.A Green
Rosemary Coin Machines
Myrtle Beach, S.C.

Concerns: "Adverse legislation in the form of higher taxes and more government regulation and intervention in our industry are main concerns. Also, the changing technological advances made by other entities in the entertainment field that are in direct competition with street equipment."

Equipment: "Unfortunately, the great majority of all video products that we see are still aimed at the eight- to 18-year-old male market."

Contracts: "Your only defense is to sign your accounts up now and treat them as well as if you did not have the agreement. The smile and the handshake still works; the agreement just keeps the bad guys away."

Change: "I generally identify two camps: the people in our business who are content and want nothing to change, and the more progressive owners who welcome the change with great anticipation. I predict the more progressive operator will survive and prosper in the future."

1993 Craig Johnson
TATAKA
Salt Lake City, Utah

Technology: "Obviously, technology is going to dramatically change our world, not just our industry. We have to utilize technology to make us more competitive in the entire amusement entertainment arena, not just the coin-op amusement arena."

Competition: "We need to make up

50th

AMOA

Congratulations on the Milestone!
your friends at:

SNK®

17 Great Oaks Blvd. • San Jose, CA • 95119
(408) 292-4550 • Fax: (408) 292-4271
website: www.snkusa.com

HAVE A VERY HAPPY
50TH
ANNIVERSARY

AMOA

YOU DESERVE IT!

FROM YOUR FRIENDS AT~

namco®

Namco America Inc.
150 Charcot Avenue • San Jose, CA 95131
Ph: (408) 383-3900 • Fax: (408) 383-0128
Sales office:
877 Supreme Drive • Bensenville, IL 60106
Ph: (630) 238-2248 • Fax: (630) 238-9333

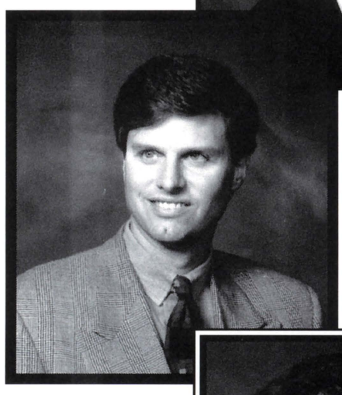
BEST WISHES ON YOUR 50th ANNIVERSARY FROM ALL OF US AT

AMOA

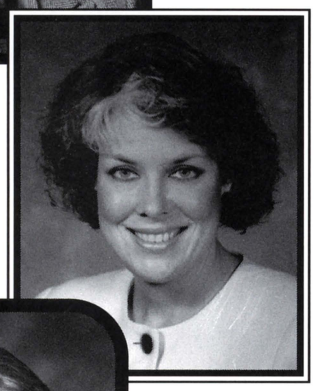
CES
CREATIVE ELECTRONICS AND SOFTWARE INC.

CREATIVE ELECTRONICS AND SOFTWARE INC. 650 Sundown Rd. South Elgin, Il 60177 847-695-0023

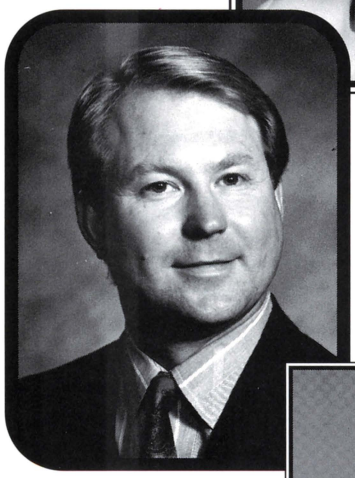
Jerry Derrick (1977)



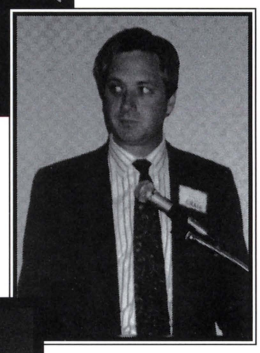
Randy Chilton (1996)



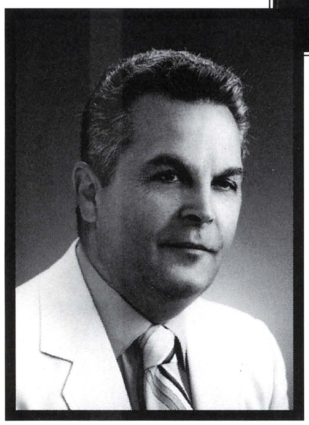
Tami Norberg-Paulsen (1995)



R.A. Green (1994)



Craig Johnson (1993)



Gene Urso (1992)

our minds that we're good enough to compete with what's going on in the home market, the cable TV market, the satellite market, and the movie rental market."

Income forecasting: "We had only one goal in mind—to make our depreciation realistic with what's going on in the marketplace."

Price per play: "Anyone who thinks he can continue to operate on a quarter per play and still buy new equipment is not spending much time on his books."

1992 Gene Urso Madison Coin Machine Co. Monona, Wis.

Goal: "I want people to see that AMOA is their organization, and take away the image of AMOA only being for the big boys."

The future: "This industry is changing so much that operators will have to keep abreast of things; otherwise they'll just get left behind."

Equipment: "You have to be careful with what you buy, not just in videos. Times are tough; there are only so many discretionary entertainment dollars out there."

Indian gaming: "Operators should be concerned quite a bit about Indian gaming because it takes revenue away from nearby businesses."

Gaming and government: "Whatever government gives it eventually takes away. You're left standing there with a lot of debt and no business."

1991 Jim Trucano United Music Co. Fargo, N.D.

Video lottery: "Unless we get more bills rolling our way—with operator involvement—you're going to have a few states say, 'Let's do it ourselves.' Then the ball is rolling in the other direction."

AMOA strong suit: "I think almost to a fault, AMOA's greatest strength has always been standing up for and looking out for the individual operator."

AMOA/AAMA relationship: "Both assiciations realize that we need to work together on important issues for the good of the industry."

1990 Jack Kerner Melo-Tone Vending Somerville, Mass.

Common concerns: "You get in your own little nook where you live and think only you have a particular problem. But the same problems exist all over the country."

AMOA membership: "AMOA was designed for the small operator. It's like buying an insurance policy. Who else can an operator go to if he has a problem?"

Cigarette vending: "Figures don't lie. The amount of cigarettes sold to teens from vending machines is miniscule. The price is usually much higher than over-the-counter cigarettes."

Equipment: "You won't have a business if you stop buying equipment. This industry is like a pendulum; better days will swing back."

1989 Clyde Knupp Amuse-O-Matic Co. Ft. Dodge, Iowa

Cigarette vending: "The cigarette people are really getting beat up on. Taxes are very high. It's used as a political football since it's popular to talk against it."

Dollar coin: "When it comes to video and pinball we can't work on a quarter; it's only worth seven cents in buying power."

Leagues: "We are giving people a reason to come into bars other than just drinking. The effects are tremendous, and down the road the dividends are great."

1988 Wally Bohrer Hastings Distributing Milwaukee, Wis.

Parallel issue: "It's unfortunate that the time, effort, and money that was spent on that subject probably could've gone to better the industry rather than tear the industry down."

Cigarette vending: "One thing that hasn't gotten enough attention is the threat to cigarette machines throughout the country."

Jukeboxes: ""I have never seen anything take off as fast as our jukebox com-

Route Management Software that will take you to the top.

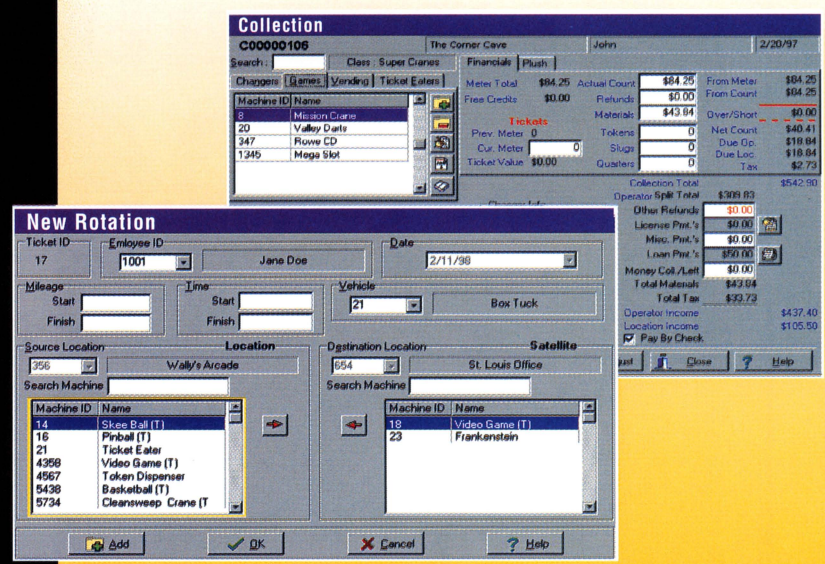
Premier Data Corporation offers complete software solutions and consulting services that will take your business to the top level.

With Super Route Manager you will ...

- make sound business decisions based on "real world" analysis
- obtain mission critical data on demand
- get customized reporting for specific needs.
- receive company wide data security

Call Premier Data Today and

Join Us At The Top!



TECHNICAL SUPPORT
217.528.2211
Mon.-Fri., 8 a.m.-5 p.m. CST

Call today: 800.720.3282 or 217.528.9000
www.premierdatacorp.com

Super Route MANAGER®

Route Management Software for Windows®

Call Premier Data Corporation today and ask about our summer data conversion specials.

memorative efforts. People are starting to put jukeboxes back in again; we've turned the corner."

Improving business: "If you wanted to be a better cook, I think you'd probably buy a good cookbook. And if you want to be a better operator and make more money, you ought to lean on successful operators and learn how they got to be where they are."

1987 Dick Hawkins
D & R Novelty
Rochester, Minn.

Jukebox licensing: "I don't agree that the present agreement we have is working. It is a poorly written law that needs work so that everybody wins, although win is a poor word. Survive is a better word. Everybody wants to survive."

Leagues: "It is of greater importance for a small operator to be involved in leagues than it is for a big operator. It secures locations like nothing else can."

Parallel imports: "A parallel import is nothing more than a used car. Foreign firms are manufacturing the product offshore, licensing it into the United States through legitimate distributors, and then selling additional product out their back door to other sources and allowing it to come into this market at a lower price."

1986 Al Marsh
Hart Novelty Co.
Bellingham, Wash.

Goals: "To establish better communications within the industry, improve the grass roots network to enhance legislative efforts in Washington, D.C., increase membership, and bring more professionalism within the industry."

Parallel imports: "Sometimes I throw my hands up because I am convinced that operators do not read their mail or trade magazines. Consequently, they are puzzled about what is going on with parallel imports and copies. I am convinced that operators today have gotten lazy and don't want to confront these issues."

Image: "There has been a stigma attached to this industry that has been hard to shake off, but AMOA is striving to upgrade the image and has accomplished a lot toward that goal in the past year."

1985 John Estridge
Southern Games
Nashville, Tenn.

Jukeboxes: "If the jukebox manufacturers jump on this compact disc player it could be a breath of fresh air for the jukebox industry."

Promoting: "When you promote, you get your customers excited about the product. And it is up to us operators to generate that excitement."

Leagues: "There has been some significant progress made with pool and dart leagues. It is a happening, if you will. It will be a boost for the industry and will raise the visibility of the industry in a positive way."

AMOA and mfg./dist. association: "I

Congratulations

AMOA

on 50 golden years

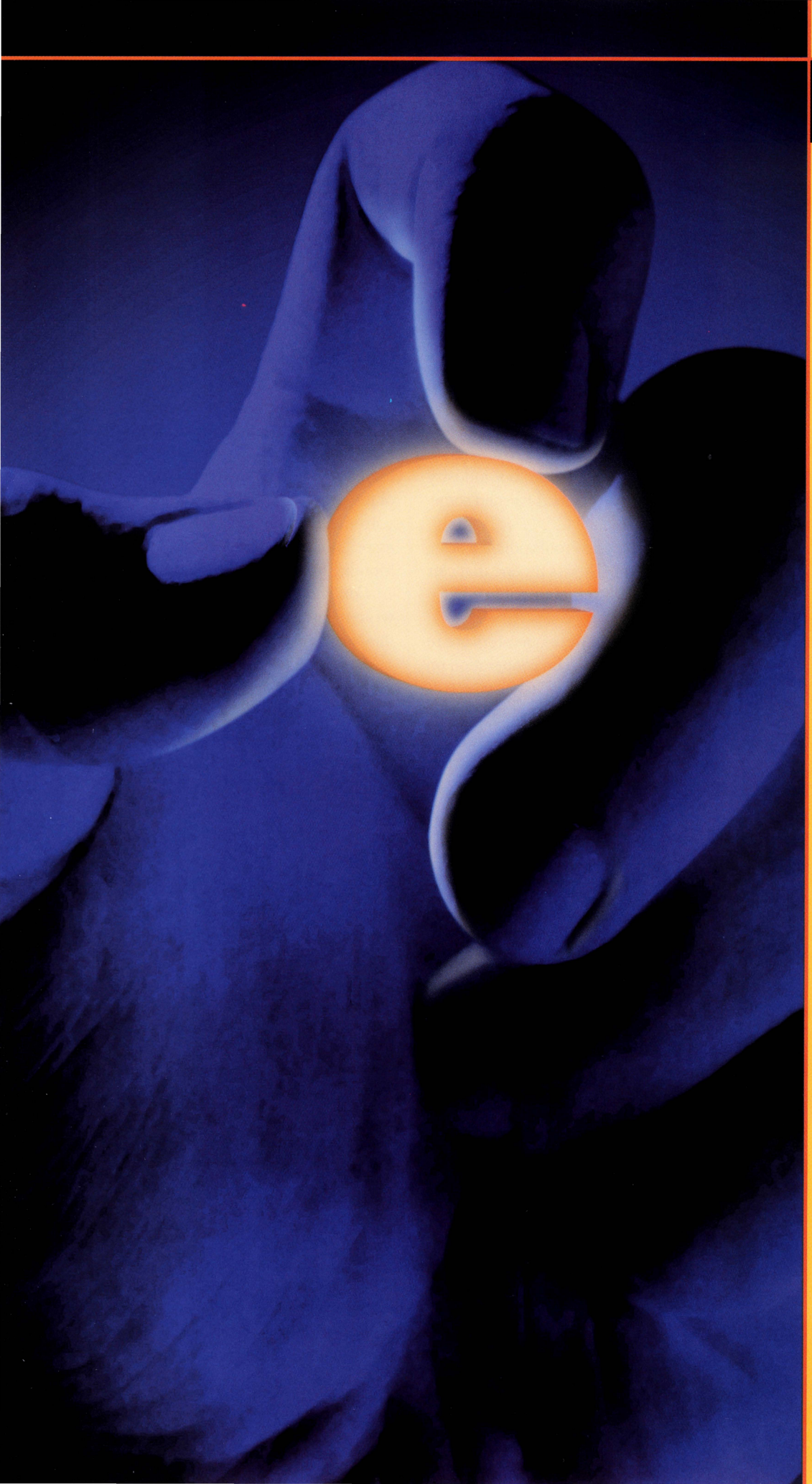
From all of us at

Bob's Space Racers, Inc.

427 15th Street • Daytona Beach, Florida 32117 • Telephone : 904-677-0761 • Fax : 904-677-0794

Web: http://www.BobsSpaceRacers.com • E-mail: Sales@BobsSpaceRacers.com

© Bob's Space Racers, Inc., 1998



introducing

e systems

from Coin ConneXion

Management Software
for the Coin-Op Industry

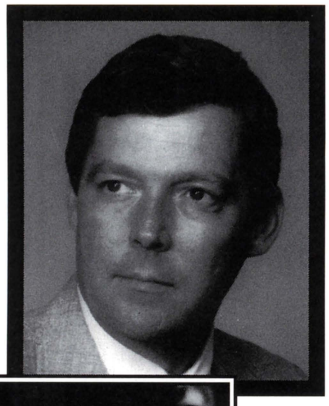
easy
economical
effective

Call for a copy of our new catalog and plan to stop by **Booth 753** at the AMOA Show in Nashville Sep. 17-19 for the official unveiling of the most affordable software package ever offered by Coin ConneXion.

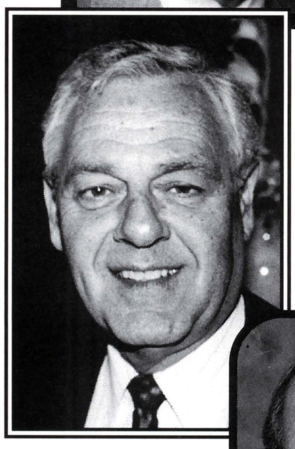
e systems **– your best choice for the new millennium**

Call Toll Free:
1-877-COINCNX
or see us on the web at
www.coincnx.com

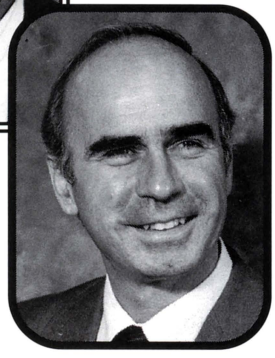
COIN CONNEXION
The Gold Standard In Route-Management



Jim Trucano (1991)



Jack Kerner (1990)



Clyde Knupp (1989)

firmly believe we are all in this together and there is no need for any of us to go out on a limb by ourselves. If we work together we can accomplish just about anything."

1984 Dock Ringo Wallace Distributing Co. Mineral Wells, Texas

Politics: "In senate hearings for the jukebox copyright it was all one-sided in the copyright society's favor. We asked why it was so one-sided. They replied that their side had been there telling their story but no one from our industry had told them our story. I learned something there."

"We need a grass roots political action committee. There's no one that can overcome that if you are right in what you are doing."

Cooperation: "More operators are realizing there needs to be cooperation on a state and national level to survive.

While some are talking about doom and gloom, we shouldn't be distracted by that attitude."

Gray area games: "The question comes up, 'Should I operate them or not?' and there are probably as many different answers as there are states."

1983 Wes Lawson Lawson Music Co. Winter Haven, Fla.

Associations (national and state): "Everyone wants to sit back and let John Doe do the work. Many times AMOA or any other association gets undue criticism that it doesn't deserve. I think part of the problem is that people are not involved and really don't know what the association is doing. It's so easy to have Monday morning quarterbacks."

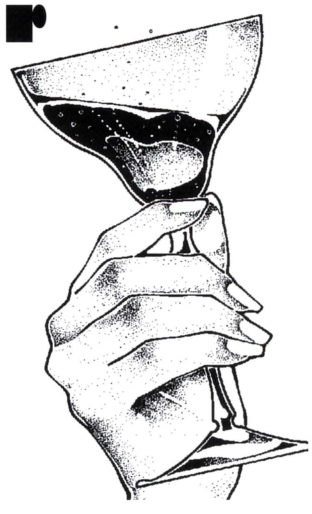
Contracts: "If operators don't have a written agreement with locations, then they just won't survive. It's that plain."

Equipment: "With the advent of video games I agree that the jukebox was kind of pushed to the side and for-

A Toast to your

50th!

AMOA



KONAMI®

Konami Co., Ltd. • Konami UK., Ltd. • Konami of America, Inc.

THIS IS WHAT THE ROUGHEST, TOUGHEST COWBOYS IN DALLAS WILL BE RIDING THIS FALL

IAAPA 80TH ANNIVERSARY CONVENTION & TRADE SHOW.
DALLAS. NOV. 17-21, 1998.

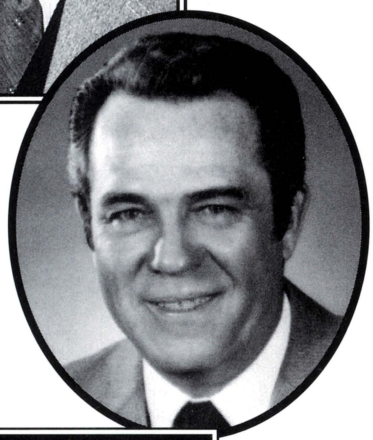
IT'S AS THRILLING AS JUMPING ONTO A WHITE STEED AND SCREAMING: "HI HO, SILVER!" IF YOU'RE IN THE AMUSEMENT INDUSTRY, YOU'LL WANT TO GALLOP OUT TO DALLAS FOR THIS YEAR'S SHOW. BIGGER (OF COURSE, IT'S IN TEXAS) AND BETTER THAN EVER. CALL NOW OR CHECK OUR WEBSITE FOR MORE INFORMATION.

INTERNATIONAL ASSOCIATION OF AMUSEMENT PARKS AND ATTRACTIONS
703-836-4800 • WWW.IAAPA.ORG • IAAPA@IAAPA.ORG

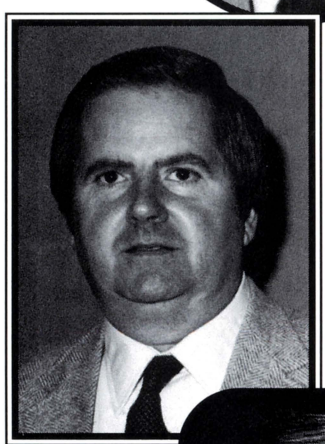
COMING SOON
TO A MAILBOX NEAR YOU
The
PLAY METER
State of the Industry Survey

Wally Bohrer (1988)

Dick Hawkins (1987)



Al Marsh (1986)



John Estridge (1985)

Dock Ringo (1984)

gotten. I think that the jukebox and the pool table are the backbone of our industry. Pinballs go up and down like a yo-yo

Operating: "This is the only industry in the world wherein an operator will take thousands of dollars worth of equipment and install it in a location on a handshake or a howdy. We don't ask for a receipt, contract, or ask them to do anything. Times have changed now. We are going to have to change our method of operation."

The future: "We are going to see many things in the future, but the cost is going to be so great that I'm afraid it will be impractical for operators to buy equipment and operate in certain locations unless they get some kind of guarantee or minimum."

1982 Leoma Ballard
Belle, W. Va.

Association membership: "I think it has come to a point in time that an operator has to be smart and realize that he can't stand alone."

Defining arcades: "If you come out and define an arcade, lots of times family fun centers are acceptable and arcades aren't acceptable. The more you define, the more you are going to have to define."

Gray area games: "I think it's caused this industry a lot of heartache it would not have had."

1981 Norm Pink
American Amusement Arcades
Minneapolis, Minn.

Anti-game legislation: "It's a lot easier for a city to legislate against an inert machine to remedy a problem. That's why operators have got to set up a policy of self-policing."

Philosophy: "I firmly believe that if you take something out of this world, before you leave you have to give it back. We have to look at this industry in the same light. Operators have got

In Memory

Ten past presidents are no longer with us. May the benefits derived from their pioneering labors be remembered and appreciated by operators around the country.

1948-1962
George A. Miller (Calif.)
California Music Merchants Association

1963
J. Harry Snodgrass (N.M.)
Servomation of New Mexico

1965
Clinton S. Pierce (Wis.)
C.S. Pierce Music Co.

1966
John A. Wallace (W. Va.)
Wallace & Wallace Music

1967
James F. Tolisano (Fla.)
Treasure Island Fun Center

1968
William Cannon (N.J.)
Cannon Coin Machine Co.

1969
Howard N. Ellis (Neb.)
Coin-A-Matic Music Co.

1971
Les Montooth (Ill.)

1972
John R. Trucano (S.D.)
Blackhills Novelty Co.

1979
Wayne E. Hesch (Ill.)
A.H. Entertainers

CONGRATULATIONS

AMOA

ON YOUR GOLDEN ANNIVERSARY

For half a century AMOA members have worked hard to present, to the world at large, the very best that the coin-op entertainment industry has to offer. We're confident that the membership of AMOA will be the light that blazes the way for our industry into the 21st century.

Bob and Jeri Nims

&

The management and staff of

AMA

DISTRIBUTORS

&

LUCKY COIN MACHINE CO.

Louisiana and Mississippi's #1 *Full* Service Distributor of Coin-Op Music, Games, Pool Tables and Video Poker

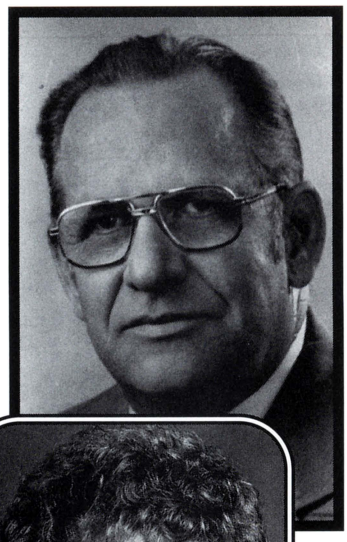
Exclusive Distributors for ROWE Music and VALLEY Pool Tables

- *Video*
- *Service*
- *Redemption*
- *Parts*
- *Music*
- *Video Poker*
- *ATM*
- *Internet*

"See us for all your coin-op needs"

AMA DISTRIBUTORS, INC.
1525 Airline Hwy.
Metairie, LA 70001
504/835-3232
fax: 504-835-9594

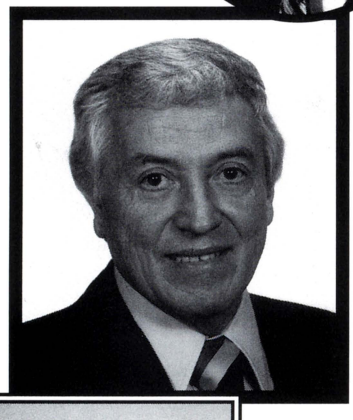
AMA NORTH
1731 Industrial Dr.
Ruston, LA 71270
318/255-9999
fax: 318-255-8877



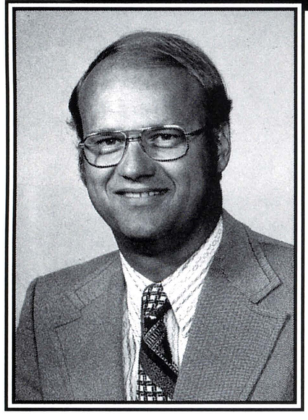
Wes Lawson (1983)

Leoma Ballard (1982)

Norm Pink (1981)



Bob Nims (1980)



Wayne Hesch (1979)

to become more involved."

Image: "We're very concerned about the image of our industry as it's presented to the general public. I'm talking about the national media. But the public is being misled by some of the quotations being reported. I believe AMOA must take a position to help correct this, to present our industry in the proper light."

Politics: "Ours is a business that is highly legislated, from the local level to the national level. Legislators are very important, and so we must get to know our legislators."

Apathy: "The apathy of the members in this industry has to be overcome. in order to protect our industry, we can't sit back."

1980 Bob Nims Lucky Coin Machine Co. Metairie, La.

Membership: "To belong to AMOA is a very nominal cost, and it would behoove all operators to stand up and be counted as part of their industry. It's kind of foolhardy for anyone who is deriving his livelihood out of a business not to do something to support that industry."

Connecting events: "What people in this industry have got to realize is anything that affects a part of the industry affects the whole."

Location lists: "Our list of locations is just as confidential to us as a list of clients is to an attorney or a list of patients is to a doctor or psychiatrist. This is very guarded and select information that is part of our business."

1979 Wayne Hesch A.H. Entertainers Rolling Meadows, Ill.

Membership: "The reason for joining AMOA should be that, if they're in this industry, they should help out any organization that is fighting for their livelihood. Unless their association is strong, it can't defend their point of view."

Other associations: "I don't think they challenge AMOA. I think they could be worthwhile if they can perform a service for the industry."

CRT (Copyright Royalty Tribunal): "We have to tell the CRT that the music business as such has been coming down, and this they could see for themselves from the record sales of late. Any increase in the rate could decrease the number of machines the CRT can expect to get payments on."

1978 Don Van Brackel A. Van Brackel & Sons Defiance, Ohio

Common concerns: "The biggest single problem we have right now is the

Seidel
AMUSEMENT MACHINE CO. INC.

Redemption On A Grand Scale

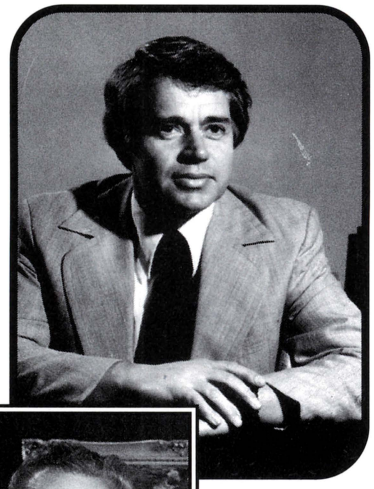
Congratulations on 50 Fun Years

From your friends at:

Seidel Amusement Machine Co. Inc.

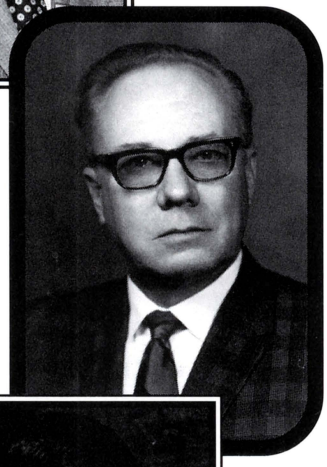
8436 Washington Pl. NE • Albuquerque, NM 87113

(505) 821-6878 • Fax: (505) 821-6876

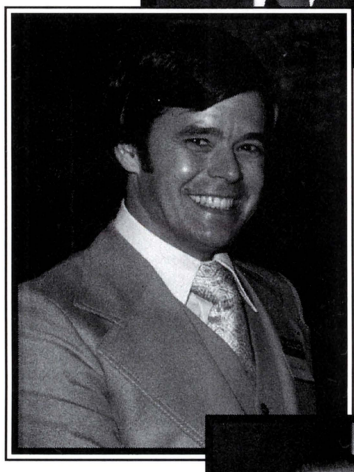


Don Van Brackel (1978)

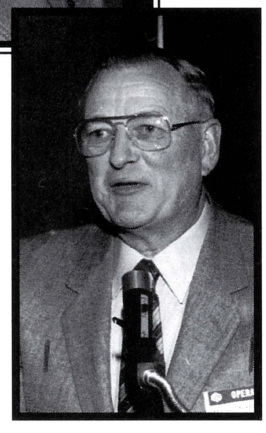
Garland Garrett (1977)



Ted Nichols (1976)



Fred Collins Jr. (1975)



Russ Mawdsley (1974)

copyright legislation. It's number one, without a doubt. Others are cigarette vending on the decrease, better commissions, and adapting to solid-state games."

Politics: "We encourage operators to be involved on the political scene and to get acquainted with their senators and congressmen so that when the time comes and they need representation against adverse legislation, they don't walk in to them as strangers."

Image: "One of the reasons the image of this industry hasn't been what it should be is that operators haven't really gotten themselves involved at the grass roots level as they really should."

1977 Garland Garrett Cape Fear Music Co. Wilmington, N.C.

Jukebox license fees: "To start with, the performing rights societies feel that $8 a box is too low. So obviously they are going to be trying in the future to jack the ceiling up."

Image: "Imagewise, I think our business is just as well respected now as almost any other business you can think of. Donating equipment (to worthy causes or facilities), for example, is something we should all be doing. You know, we all talk a lot about our image, but sometimes we think too much about taking. We've got to give some too."

Technicians: "We have a labor shortage of good servicemen at this time, and it's something we've got to work on. It's a field that's wide open because in a year or so everything will be solid-state."

1976 Ted Nichols Automatic Amusement & Vending Fremont, Neb.

Professionalism: "I think everyone admits that they need to be better businessmen now than they used to be because profit margins are narrower and equipment is higher priced."

Raising prices: "My own opinion is that we need to raise our prices. I think we're way behind there. Something has to make up for the high cost of equipment. I think you have to do both, raise prices and your commission."

Communication: "That's an unfortunate thing about this business generally. There's not a great deal of communication between operators as to methods (accounting and how they're operating their businesses)."

1975 Fred Collins Jr. Collins Music Co. N. Charleston, S.C.

Association name: "I do believe the MOA name is antiquated, if for no other reason than the fact we are now an international concern. Perhaps we should call it Music and Games Operators International."

Commissions: "Commission rates are changing for the better. The more successful operators are changing conditions. That has nothing to do with how large or small the operator is, but how successful he is with what he has."

Nature of the business: "This is such a people business that we sometimes lose sight of the reality of this business when we succumb to the economics of the operation."

1974 Russ Mawdsley Russell Hall Holyoke, Mass.

Term of president: "A year is enough. I think that in any organization the top man should rotate out of that slot and not be sitting in that chair all the time, If not, he gets too entrenched and it becomes 'his' organization rather than 'our' organization."

Common concerns: "I have learned that problems are the same whether you're in California or Maine: loans, bonuses, machine sales, leasing equipment."

Economics: "The general feeling is of severe concern and apprehension."

Equipment: "There has been a real shortage of games, particularly pinball. There are more arcades opening in malls and even more street arcades are opening. And, TV (video) games have opened up new locations where we never thought we would ever have equipment." ▲

Congratulations!

AMOA

Your leadership, service and commitment to the coin-op industry over the past ***50*** years has been remarkable. We commend you on your continued efforts toward the growth and success of the coin-op industry.

Your friends at

VALLEY

Table Games Division
(517) 892-4536
Fax: (517) 892-6513

Electronics Division
(815) 895-8188
Fax: (815) 895-2118

Cue Division
(612) 445-2873
Fax: (612) 445-2792

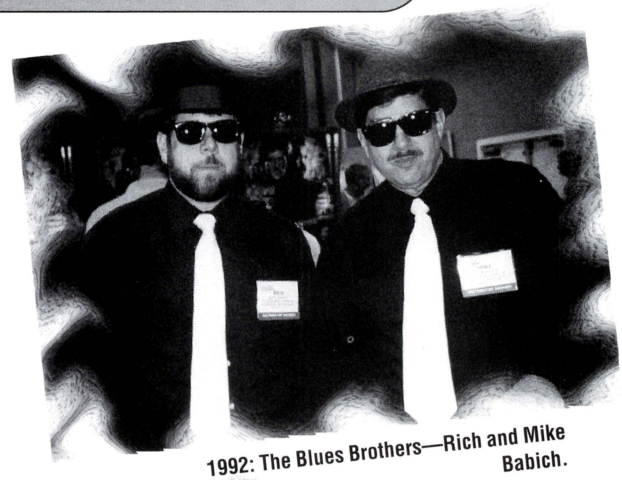
AMOA EXPO '98

Memorable moments IN TIME

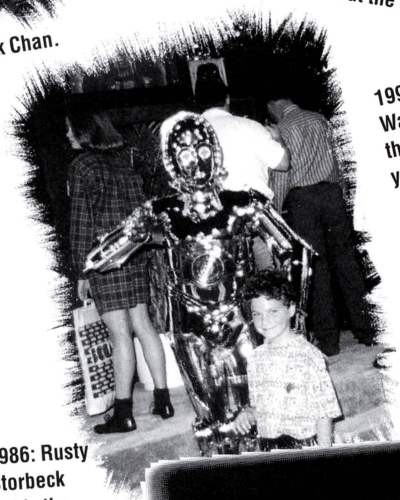
Eye-popping...show-stopping...a surprise at every turn. You never know who or what you will see at an AMOA show.

1996: "Mistress of the Dark" Elvira with Mark Chan.

1992: Singer Mark Chestnut at the Pioneer booth.

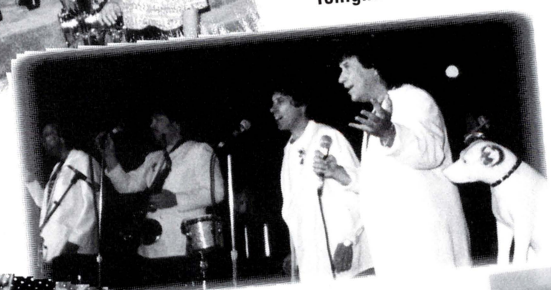


1992: The Blues Brothers—Rich and Mike Babich.

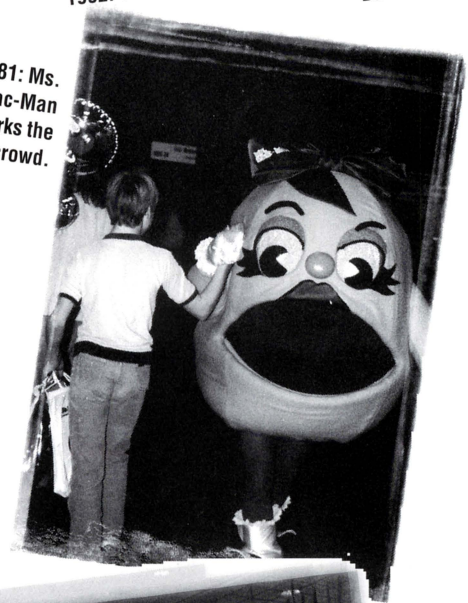


1992: Star Wars' C3PO thrills a youngster.

1986: Rusty Storbeck holds the Wico monkey.



1989: The Tokens sing "The Lion Sleeps Tonight."



1981: Ms. Pac-Man works the crowd.

1993: A Klingon warrior with Tom Locke.

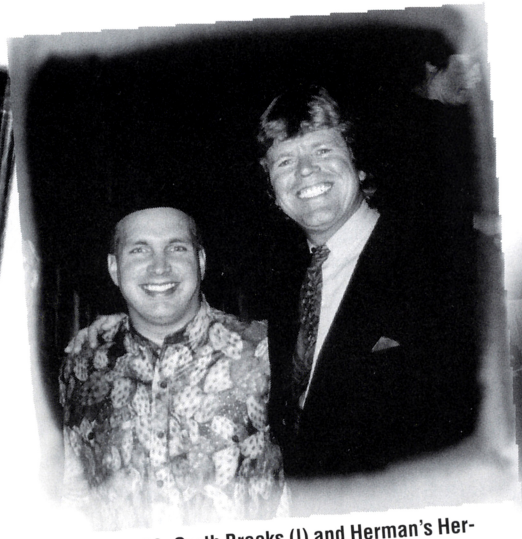
1995: Kenny Rogers croons at the banquet.

1988: Chubby Checker does "The Twist."

1988: LaToya Jackson at the Rowe booth.

1994: Robert Englund (l), aka Freddy Krueger, with Steve Walton.

1995: Tanya Tucker ignites the audience.



1992: Garth Brooks (l) and Herman's Hermits' Peter Noone.

1987: Who ya gonna call? Ghostbusters!

1990: Travis Tritt delivers a soulful tune.

1990: Bart Simpson with the Sega Pinball crowd.

1991: Super Mario with Ernest Milner and *Play Meter's* Carol Lally.

AMOA EXPO '98

INDUSTRY WEATHER MAP FAVORABLE FOR COIN-OP

The forecast is sunny and mild as the coin machine industry rolls into the fall season of trade shows, the first being the 50th Anniversary AMOA Expo for the core market of street and arcade operators.

As plans unfold for the exhibit floor we checked with manufacturers to get an early glimpse of what lies in store for attendees. A number of companies are planning surprise product debuts and did not want to divulge details, so we'll all be held in suspense. Following is what we were able to find out by our deadline:

VIDEO GAMES

Atari Corp.: Flight simulator *Vapor TRX* will be shown, also *Site 4,* a target range simulation gun game that takes place below a legendary base. A preview of *Gauntlet Legends* is also slated; it's a sequel to the 1985 hit multiple player cooperative strategy game. *Tenth Degree*, a new 3D fighter, may also be in the booth.

Incredible Technologies: The company is on a roll with its line of *Golden Tee 3D* golf-themed games, now with a second update, and its *World Class Bowling Tournament Edition*—both slated to show. Also look for the new *Virtual Pool* for one to four players based on the best-selling PC game. Players can rotate and zoom in real-time using a trackball controller.

Konami: *Fisherman's Bait* should reel in players with its unique control and realistic feel. Konami promises more in the line of different videos with a new version of *Hip Hop Mania* (now the *Second Mix*), and a three-player video, *Hyper Bishi Bashi Champ*, a multiple game unit with kid appeal.

Lazer-Tron: Through a new agreement, the company will market and show the PC-based *Actua Soccer* from Opus Entertainment and *Quake: Tournament Arcade Edition* (the id Software title based on the hit home game) from LBE Systems.

Midway Games: The four-player *NFL Blitz '99* leads the way with all-new plays, updated rosters, superstar rookie players, secret codes, and new stadiums and animations. Look for kits to upgrade existing *NFL Blitz* games in the field.

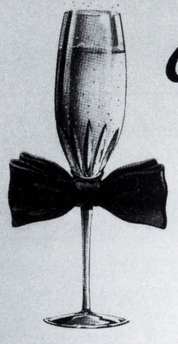
Namco: Videos on view will include *Time Crisis II*, in which players can chase the enemy by boat or fight on a train; *Panic Park*, the one- or two-player dedicated 50" deluxe game that will appeal to the whole family with its time trials and obstacle courses; and *Soul Calibur*, a one- or two-player kit with a weapon-based fighting theme. And, you never know what else you're going to see.

Sega Entertainment Inc. USA: *Daytona USA 2* will take center stage in deluxe and single versions, both linkable. Also scheduled: *Dirt Devils*, a dirt road driving game; *Sea Hunter Deluxe*, a submarine shooting game; *Spike Upright,* a 3D fighting game; and *Star Wars*, an intergalactic shooting game themed from the movie.

SNK: Look for *Beast Busters: Second Nightmare*, a man vs. mutant battle, the first release for the third and final Hyper Neo-Geo 64 platform, the gun system; *King of Fighters '98* for the original 16-bit Neo-Geo system; and *Extreme Rally*, an update for *Road's Edge* on the Neo-Geo 64 driving platform.

PINBALL

Sega Pinball: *Lost in Space*, based on the TV series and movie of the same name, will be available. It offers pinball



Congratulations!

on your

50th

Anniversary

AMOA

Your friends at-

DYNAMO

SKEE-BALL

Amusement Games

HAPPY 50th ANNIVERSARY AMOA!

From the manufacturers of AMOA's Most Played Redemption Skill Game...

Skee-Ball, Inc.

Thank you for your support – past, present, and future!

121 Chalfont, PA 18914

(215) 997-8900

Congratulations!

AMOA

50 years and going strong!

Best Wishes!

Sammy USA Corporation

901 Cambridge Drive · Elk Grove Village, IL 60007

Phone: 847-364-9787 · Fax: 847-364-9831

players five pop bumpers, challenging ramps, and three ways to reach multiball modes. Be on the lookout for the new Godzilla pin and a few other surprises.

Williams: Monsters and rock 'n' roll come together on the new *Monster Bash* featuring Dracula, Frankenstein, and the rest of the monsters from Universal Studios. Players get to battle the monsters living on the playfield.

COUNTERTOPS

JVL: *The Concorde 2* will be shown in its new cabinet (also upright) with bright graphics and 54 games in six categories including adult XXX.

Merit Industries: Look for the *Megatouch XL* series with over 50 games supported by frequent CD-ROM updates to keep titles fresh. An upright version is also available.

The company will also show its *Scorpion 9000* and *Scorpion DX* electronic darts.

Micro Mfg.: *Global Touch HD Plus* is the latest model; it features a 6-Pack Plus update and almost 10,000 new trivia questions, skill games, and more.

Midway Games: The newest upgrade (for countertop and upright models) to Midway's *Touchmaster*, the *Touchmaster 5000*, will make its first appearance with new games such as Mirror Mirror, Wild Slide, and Crystal Balls, as well as all-new trivia.

Skee-Ball's *Alley Hoops*

CRANES~NOVELTIES~REDEMPTION

Bob's Space Racers: The focus will be on the new two-player version of race game *Top Glo*, in which players shoot water guns at targets to move toys that sit atop glowing pedestals and tubes of light.

Fun Industries: *Fun-E-Ball* will be featured, the interactive prize vendor with the challenging maze. Also on tap: the popular *Steer Crazy* novelty game and prize vendors *Pop Fly* and *Copy Cat.*

Fun Merchants: *The Mega Crane* line will be shown in one-, two-, and three-player models in small and large cabinets with deep prize bays, double coin mechs, and joystick controls.

Great American Recreation: The company known for its cabinet and table game lines will diversify into cranes with single and double models that are fully sound capable and feature adjustable time and price.

Konami: You can draw on the pictures with a touch pen and produce both large and small stickers in Konami's *Photo Friends* machine that's sure to draw interest.

Lazer-Tron: Two new redemption games are slated for display, along with the popular *Prize Zone* in upright and countertop models and other proven Lazer-Tron titles.

Namco: The first production version of the *Jackpot* one-player coin pusher will be available. *Jackpot* differs from other coin pushers in its three ticket dispensers for added excitement and new method of loading coins.

Flick Derby, the multiplayer horse racing game, will also be in the booth.

Rainbow Crane: The company will bring a wide assortment of cranes to the show, including its *Classic, Contemporary, Neon, Oak, Toy/Candy,* and *Watch/Jewelry* series. Sizes range from 30" to 36" and 42" to 60".

Atari's *Vapor TRX*

Sega Pinball: A few of the old standards will be on hand plus a couple of surprises.

Skee-Ball: Brand-new is *Alley Hoops*, a game that combines basketball with an alley roller. Players must sink balls into minibaskets accompanied by sound effects. Skee-Ball also will bring its *Demolition Zone* bopping game and other standard products.

Smart Industries: Cranes galore! Headlining will be the new *Clean Sweep* line of cranes including those with oak cabinetry, *Bear Claw* cranes, the *Candy Crane*, and the *Smart Ticket Redemption Center* that counts and shreds tickets and prints a receipt.

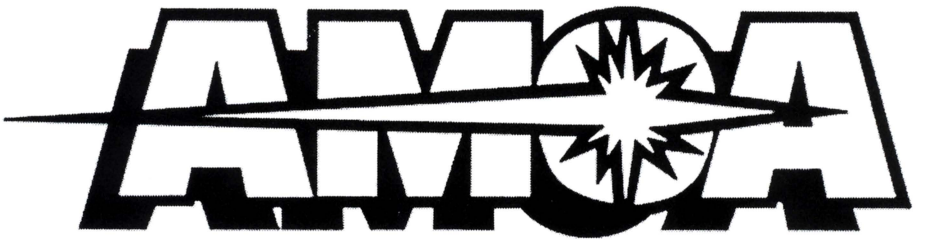
JUKEBOXES

Arachnid: *Baudy Songs*, the digital downloading jukebox with unlimited capacity, will be in the booth. Also the *Black Widow* and *Galaxy* electronic darts.

Cybertainment Systems: *Cyber Tunes* will be shown, a jukebox that loads music via telephone modems to access up to 1,000 top hits with no album fillers.

NSM: The latest NSM floor model will debut, the *Midnight Sapphire*, which incorporates all the technical features of the *Sapphire* jukebox in a black cabinet with deep blue metallic frame and chrome trim moldings. With this jukebox and the *Sapphire*, NSM now offers floor models with different appearances to fit the needs of a variety of locations. The *Emerald Ice* wall-mount jukebox will also be there, as well as a brand-new wall box concept that represents a depar-

Sega's *Daytona USA 2*



Amusement & Music Operators Association

Congratulations on your golden anniversary. Atari Games is proud of our close association over the past 26 years and we applaud your continued efforts as you strive to ensure the growth and success of the coin-op industry.

Best wishes,

Your friends at Atari Games.

ATARI®
GAMES

ture from NSM's past designs.

Rowe: Several new jukebox models are in store including a new floor model, *The Starburst*, and additional wall boxes to add to a line that features *The Berkeley* and *The Storm*. In addition, there will be more jukebox surprises; the company will host a formal new product unveiling at the opening of the show.

Rock-Ola: Maybe something new...but for sure the *Intrigue* and *Legend* full-size floor models along with the *Nostalgic Harley-Davidson* and *Nostalgic Corvette*.

TouchTunes: *The TouchTunes Digital Jukebox* will be available, the downloading jukebox that uses the latest MPG 1 Layer III technology, built by Bose.

Wurlitzer: Heading the jukebox line will be *The Princess*, a wall-mounted jukebox in classic 1015 styling with an optional pedestal base that has the same fine wood detailing.

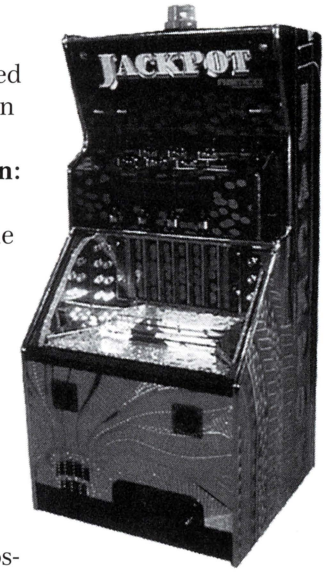
TABLE GAMES

Dynamo Ltd.: *Blacklight Pool* and *Top Brass* pool tables will be available for play, also the three-man goalie *Dynamo Soccer* foosball and *Hot Flash II* air hockey with glowing goals, rails, and overhead scorer.

Global Billiards: Check out the upscale *Concorde Brass* with textured black laminate finish and brass corner castings and trim, and the *Windsor* with a lacquered oak veneer cabinet that can be stained to match any decor. Both come in 7', 8', and 9' sizes.

Great American Recreation: Black light products will be shown—the *Neon Lites* pool table and *Laser Hockey* air hockey game with day-glo properties and components.

Valley Recreation Products: Pool table models from the *Cougar ZD-7* to the *Big Cat* (9') will be available, also cues, *Cougar IQ* and *Cougar 8* electronic dart machines, and the complete line of *Tornado* foosball tables—*Tornado 1000* and *2000*—and table hockey.



Namco's *Jackpot*

Venture Entertainment: *The Maverick* pool table in cherry mahogany and *The Knight* pool table in black mica will be on display along with a shuffleboard line. The pool tables have solid poplar top frame and rails and are of cabinet-grade plywood construction. ▲

PROUDLY MADE IN THE USA

Invest in the BEST

Pinball
Kids love the circus and we have combined bold circus graphics with the classic fun of Pinball. With every fun filled game kids will receive a free prize.
Features:

- All mechanical
- Vends any size egg/capsule or gumball
- High capacity
- All steel construction

Call or Fax Mayoni today for more information.

Call: (818) 899-2488
Fax: (818) 899-0152

MAYONI ENTERPRISES 10340 Glenoaks Blvd. Pacoima, CA 91331

Mayoni Enterprises
Established 1982

THE WINNING COMBINATION

- *Triple plated die cast corners*
- *High impact injected legs*
- *One piece ball return*

The Maverick

SEE US AT AMOA BOOTH 370

- *Pin gate control*
- *16', 18', 20', and 22'*
- *Electronic scoreboard*

The Royal 2000
Formerly American Shuffleboard and Billiard Co.

VENTURE
Built for the way the world plays

800.461.2525
Fax: 732.914.9166

VENTURE ENTERTAINMENT PRODUCTS CO.
Manufactured in the U.S.A.

AMOA EXPO '98 Exhibitor List

Company	Booth	Phone
A & A Plush	757	310-631-0700
ABS Vabsco	212	954-572-6162
Advertinet	1023	618-382-3066
American Changer	656	800-741-9840
American Shuffleboard & Billiards	370	732-341-2524
AMOA	AMOA Booth	312-245-1021
Amtraco	369	323-264-9262
Amusement Emporium	728	800-525-7059
Angle Mfg. Co.	566	931-592-4400
Arachnid	438	815-654-0212
ARDAC	348	440-946-3000
Astro Carpet Mills	319	800-542-4189
AstroSystems	768	702-643-1600
Atari Games	400	408-434-3700
ATM America	638	803-736-8060
ATM Dist.	1030	800-321-3660
ATS Money Systems	1025	201-894-1700
Aurora Toys	573	718-768-0758
Axiohm American Magnetics	762	604-274-2453
Baton Lock	423	714-265-3636
Bentler Amusement Co.	242	217-546-7060
BestCo	353	864-220-6777
Betson Enterprises	341	201-438-1300
Betson/Imperial Export	341	201-438-1300
BGI/PrePaid Plus/Cyberdyne	323	512-335-0065
Boaz Technology	140	619-350-4600
Bob's Space Racers	742	904-677-0761
Bonita Marie	526	732-223-4800
BRW Control Systems	743	805-947-8800
Bulova Technologies	1015	717-299-2581
Cadillac Jack	748	770-908-2094
Cash Box Intl.	457	612 9545 0010
CashCode	220	905-669-2274
Central South One Stop	256	800-251-3052
Champion Mfg.	243	817-284-3499
Chicago Lock Co.	1013	414-947-7177
Circuit Board Sales	953	615-256-7748
Coin ConneXion	753	877-264-6269
Coin Mechanisms	733	630-924-7070
Coin-op Communicator	367	805-349-9099
Competitive Products	218	215-547-7520
CES	252	847-695-0023
Crest Electronics	315	888-50-CREST
Cue & Case Sales	922	904-824-9997
Cybertainment Systems	520	561-966-4534
Deltronic Labs	214	215-997-8616
Design Plus	741	309-697-9778
Devecka Enterprises	862	201-939-4800
Diamond Game	942	818-727-1690
Dixie-Narco	725	803-266-5000 x 241
Dolphin Music Dist.	833	800-390-5853
D & R/Championship	313	847-677-3200
Dufferin	475	847-244-4762

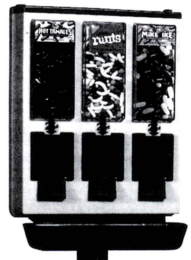
Company	Booth	Phone
Dynamo Ltd.	616	817-284-0114
Eagle Lift	654	712-322-1111
Elo TouchSystems	957	510-608-3200
EMT	952	630-860-5100
ESD	542	215-628-0860
Euroslot Worldwide	241	44 161 624 3687
FESCO	262	770-922-5666
First Sierra Financial	975	440-925-3734
Five Star/Planet Earth	963	818-773-6057
Fun Co. Ltd.	1043	800-808-5554
Fun Industries	962	309-755-5021
Fun Merchants	341	201-438-1300
GameMax	738	800-770-8890
GameTime Plush	869	619-874-3944
Game Vision	124	510-763-1991
Global Billiard Mfg.	829	310-764-5000
Global Gumball	468	602-497-4364
Goffa Intl.	143	718-361-8883
Great American Recreation	362	401-463-5587
Greater Southern Dist.	626	404-352-3040
Great Lakes Dart Mfg.	629	800-225-7593
Greenwald Industries	349	800-221-0982
Hamilton Mfg. Corp.	621	419-867-4858
Happ Controls	617	888-BUY-HAPP
Harvey's Music Co.	737	800-362-3518
H. Betti Industries	341	201-438-1300
HMS Monaco	352	212-239-8700
Hoffman Mint	641	831-625-5333
Hot Hits	732	615-259-3234
Huebler Industries	912	573-897-3692
Ideal Software Systems	623	601-693-1673
Imonex Services	144	281-391-4704
Imperial Intl.	341	201-288-9199
Incredible Technologies	532	847-870-7027
Infinite Peripherals	575	800-278-7860
ICE	848	716-759-0370
Interactive Light	232	310-581-8411
Intergame LTD	556	44 161 633 0100
Intl. Laser Tag Assn.	351	317-375-9631
Jaleco USA	1040	847-215-1811
J.B. Dunn Cigars	356	513-661-5000
JC Pacific Trading Co.	427	212-764-1977
J-S Sales	449	914-668-8051
Jukebox License Office	627	800-955-5853
Jukebox Services	118	800-631-4155
J.V. Levitan Ltd. (JVL)	432	800-296-6657
Kemac Dist.	949	732-240-4612
Kevin Sharp Enterprises	433	615-895-9099
KIC Products	228	800-818-1932
Kiddie Ride Enterprises	366	516-586-6059
Kiddie Rides USA	972	303-399-7191
Kiddie's Mfg.	263	787-897-3180
Konami of America	900	847-215-5100

AMOA EXPO '98 Exhibitor List

Company	Booth	Phone
LA East	1034	215-362-2890
Lazer-Tron	456	925-460-0873
Leisure Entertainment	463	516-593-5050
Lock America	843	714-373-2993
L.P. Intl.	258	519-759-3292
Lutech	429	800-458-8661
Mask U.S.	469	619-476-9041
Mazzco	324	800-292-4491
McGregor Enterprises	673	888-706-0539
Merit Industries	306	215-639-4700
Micro Mfg.	648	615-793-5510
Midway Games	500	773-961-1800
Money Link	236	888-592-5922
MTX	221	602-438-4545
Muncie Novelty Co.	634	765-288-8301
Namco America	132	408-383-3900
NANCO/Nancy Sales Co.	640	617-884-1700
NANI	562	204-487-5020
National Crane Network	148	888-262-6747
National Entertainment Tech.	662	506-847-4969
National Ticket Co.	548	800-829-0829
Neonetics	322	410-521-1962
New Orleans Plush	1026	504-488-3505
Noel Industries	441	813-785-7630
NSM America	838	630-860-5100
O.K. Mfg.	375	801-974-9116
Oriental Trading Co.	649	800-228-8884
Paradise Plush	328	314-588-9288
Peninsula Vending	1036	408-978-3588
Play Ball! Sports	337	800-551-2291
Play-By-Play Toys	824	800-426-9897
Play Meter Magazine	**914**	**504-488-7003**
Plush-4-Play	148	800-252-3687
Plush Appeal	112	504-482-6100
Plush Mania	466	800-579-2478
Premier Data	832	800-720-3282
Prize Promotions	524	925-946-0900
Quantum 3D	772	408-919-9999
QuarterMaster	156	615-848-2829
Radar Sales	223	612-533-1100
Rainbow Crane	119	619-748-7157
RePlay Magazine	219	818-347-3820
Rhode Island Novelty	1004	401-274-1818
RMK Sales/Treasure Sounds	244	516-887-0600
Rock-Ola Mfg. Corp.	1014	310-328-1306
Ronbotics Corp.	666	703-406-6123

Factory Direct!

The Best...
Now As Low As
$99.00



- ✓ Durable, Reliable
- ✓ A Name You Can Rely On
- ✓ FDA Approved
- ✓ 5 Year Warranty on Theft/Vandalism
- ✓ 15-30 lbs. Capacity
- ✓ Great Customer Support
- ✓ 4 Colors to Choose From

There's No Substitute for the Original.

AdvantEDGE
VENDING & MANUFACTURING
1330 ENTERPRISE, IDAHO FALLS, ID 83402
(208) 529-8408 FAX (208) 529-8485 (800) 234-4919

UltraVend™
1-800-234-4919

APPOINTMENT IN ROME
ON OCCASION OF
THE 26TH ENADA
FIERA DI ROMA
ON OCTOBER 15-17-18, 1998

A visit to the ENADA Exhibition has become a necessity to all operators of automatic entertainment apparatus who wish to be kept updated on all new, original and advantageous products offered by Italian industry.

Therefore Visit the 26th ENADA

Free entrance to foreign professionals

AMOA EXPO '98 Exhibitor List

Company	Booth	Phone
Rowe Intl.	816 & 916	616-243-3633
Sammy USA Corp.	120	847-364-9787
S & B Candy & Toy Co.	734	314-588-7103
Scan Coin	643	800-336-3311
S.D. Technologies	632	215-536-1900
Sega Enterprises USA	700	650-802-3100
Sega Pinball	718	708-345-7700
Sharp Image Electronics	516	818-341-8000
Sharp Image Gaming	672	818-341-8900
Silent Partner 2000	636	217-787-4232
Skee-Ball	745	215-997-8900
Smart Industries	448	515-265-9900
SNK Corp. of America	416	408-292-4550
Standard Change-Makers	552	317-899-6966
Star Track	332	516-293-5150
Sticker Inc.	954	908-604-6730
Strategic Innovation	474	888-757-2738
Street Beat Magazine	739	718-388-4370
Supreme Exim Corp.	1038	886-2-2597-3458
Tavern Players Magazine	467	603-524-9154
Telco VISION	248	281-855-2218
Theisen Vending/Jolly Roger	272	612-827-5588
Thieman Tailgates	540	800-524-5210
Top Ten Productions	1027	615-342-0014
TouchTunes Digital Jukebox	932	847-419-3300
Tourist Attractions & Parks	266	610-734-2420
Toy-rrific Inc.	326	213-617-7554
Ultrazone	659	702-734-3617
United Plush	273	510-351-3237
Universal Jukebox	222	52.3.627.3232
U.S. Toy Co.	342	816-761-5900
Valley Recreation Products	800	517-892-4536
Valley View Enterprise	131	815-338-0795
Vending Power Financing	250	800-348-3898
Vending Times	336	212-302-4700
Venture Entertainment	370	732-341-2524
Video Gaming Technologies	835	864-576-2222
Vine Products Mfg. Co.	329	203-932-3616
Wells-Gardner	338	773-252-8220
Wide Way Inc.	459	562-634-9488
Williams Electronics	500	773-961-1000
Worlds of Games	967	931-684-4841
Wurlitzer Jukebox Co.	717	847-662-1700
XCP Inc.	425	727-641-6630
Zamperla	948	973-334-8133

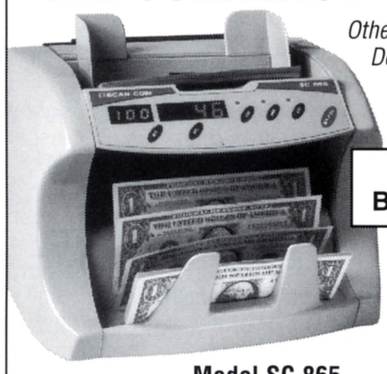
(List as of Aug. 10, 1998)

QUALITY MACHINES *for* COIN *and* CURRENCY COUNTING.

Other Models Available, Call for Details or Visit our Web Site.

Model SC 303

See us at AMOA Booth 643–Nashville



Model SC 865

Currency Counters, Coin Counters and Coin Sorters.

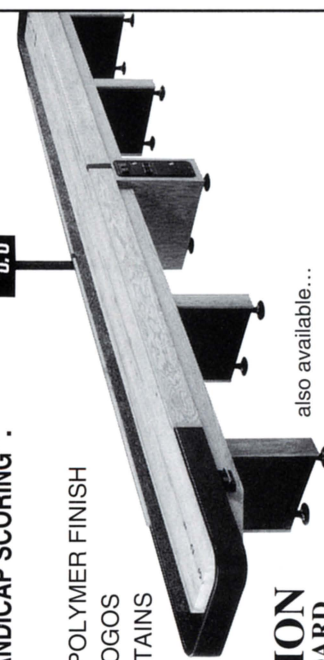
Call us for more information and a dealer near you.

SCAN COIN

web: http://www.scancoin-usa.com **800-336-3311** FAX: 703 729-8606

SHUFFLEBOARD IS BACK!

CHAMPIONSHIP LINE



Increase your income 40% with our new "HANDICAP SCORING".
(Patent pending)

- ORIGINAL POLYMER FINISH
- CUSTOM LOGOS
- CUSTOM STAINS

also available...

THE BULLET

- 15' LENGTH
- "ARMOUR TOP"
- FINANCING AVAILABLE

Call:
CHAMPION
SHUFFELBOARD
(Formerly Gametime)
For Details
(800) 826-7856
7100 Burns St • Richland Hills, Texas 76118 • FAX (817) 595-1506

New exhibit hours, evening activities, and technical program highlight the upcoming show in Music City USA. All events take place at The Opryland Hotel and Convention Center or originate there.

AMOA EXPO '98 daily calendar

Exhibit Hours

Thu. Sept. 17: 10 a.m.-5 p.m. • **Fri. Sept. 18:** 9 a.m.-4 p.m.
Sat. Sept. 19: 10 a.m.-4 p.m.

Special Activities

Thu. Sept. 17
6:30 p.m.
50th Anniversary Party and Incoming President's Reception, Opryland Hotel, Delta B Ballroom; awards program and entertainment included.

Fri. Sept. 18
5:30 p.m.-10:30 p.m.
A Night at the Grand Ole Opry—a visit to the Grand Ole Opry Museum and the Grand Ole Opry itself for a music show. (Cost: $25; tickets are limited; co-sponsored by the Jukebox License Office.)

Technician's Fun House Seminar Program

(presented by Randy Fromm's Arcade School)

Randy Fromm, technical guru and exclusive technical contributing writer for *Play Meter*, has prepared a program sure to please. The 11-session agenda includes "Using Sophisticated Test Equipment," "Troubleshooting Sega Pinball," "Understanding and Troubleshooting New Monitor Designs SMPS and Multiresolution Monitors," "Troubleshooting Williams Pinball," "Monitor Circuit Walkthrough," "Open Technician's Forum," and lots more.

Wed. Sept. 16
3 p.m.-8 p.m.—Registration

Thu. Sept. 17
8 a.m.-5 p.m.—Registration
8 a.m.-4 p.m.—Seminars
10 a.m.-5 p.m.—Exhibits Open
10:30 a.m.-2:30 p.m.—Optional Activity: Plantation Tour
3 p.m.—Hesch Drawing
6:30 p.m.—50th Anniversary Party and Incoming President's Reception

Fri. Sept. 18
8 a.m.-5 p.m.—Registration
8 a.m.-4 p.m.—Seminars
9 a.m.-4 p.m.—Exhibits Open
Noon-1:45 p.m.—Optional Activity: Luncheon and Fashion Show
Noon-2 p.m.—State Association Luncheon (by invitation)
3 p.m.—Hesch Drawing
5:30 p.m.—10:30 p.m.—Reception at the Grand Ole Opry Museum and music show at the Grand Ole Opry.

Sat. Sept. 19
8 a.m.-4 p.m.—Registration
8 a.m.-10 a.m.—Annual Business Meeting & Breakfast
(Time for committee reports, election of officers, and discussion of pressing industry issues.)
10 a.m.-4 p.m.—Exhibits Open; Seminars
3:30 p.m.—Hesch Drawing

Educational Seminars

Thu. Sept. 17 (4)

8 a.m.-11 a.m.
☞ **"Microsoft Internet Explorer and the Internet"** with Jim Pietrangelo of AMA Distributors. Find out how the Internet can benefit your business through easy access to companies, products, and services critical to your operation.

11 a.m.-1 p.m.
☞ **"Coin-Op Equipment: Buy or Lease"** Capital providers cover the basics; featuring representatives of GW Finance (Sega Lease), Firestone Financial, and First Sierra Financial.
☞ **"Pool and Dart Leagues"** League operators and coordinators discuss the start-up process and promotions for this proven revenue enhancer.

Noon-1 p.m.
☞ **"Video Content and The Parental Advisory"** Rich Holley of Southeast Game Brokers and Manley Lawson of Lawson Music Co. report on state legislative action and how to prevent passage of restrictive laws.

Fri. Sept. 18 (5)

8 a.m.-9:30 a.m.
☞ **"PC Games and Networking"** An overview of NANI capabilities and related issues.

9:30 a.m.-11 a.m.
☞ **"The Open Arcade Architecture Initiative"** Intel presents the latest information on new generation video game systems with actual OAA products.

10 a.m.-Noon
☞ **"Amusement Redemption: the Best Next Thing to Gaming"** *Play Meter* legal columnist Tom Fricke "Redemption & the Law" and political consultant Brenda Kinneman discuss what's happening across the country in terms of video amusement gaming and redemption.

Noon-1 p.m.
☞ **"Income Forecasting"** Craig Johnson of TATAKA and Jim Stansfield of Stansfield Vending detail the research and benefits associated with the Income Forecasting Depreciation Ruling and what it can mean for you.
☞ **"Prize Promotions: Run Tournaments on Any Machine"** Todd Cravens of Bulldog Amusements moderates this session that covers tournament systems that offer prizes without the hassle of inventory.

Sat. Sept. 19 (2)

10 a.m.-1 p.m.
☞ **"Tax Secrets of the Wealthy: How to Make It and Keep It"** *Play Meter* "Tax Tips" columnist Irving Blackman focuses on tax-saving strategies and retirement planning for business owners.

11 a.m.-1 p.m.
☞ **"AMOA Notre Dame Program: Buying a Route and Selling a Route"** A distinguished AMOA panel looks at the valuation and negotiations involved in buying and selling a medium-size business.

SURFING THE EDGE OF TECHNOLOGY

Once, only skilled technicians could write software code and create games. Now, new programs have opened the field considerably.

MICHAEL C. GETLAN

It may seem strange for a coin-op guy to travel from New York to Florida to go to a trade show devoted to computer graphics tools and other applications for the computer industry. But I have always tried to stay on top of changes in technology, and the Siggraph show in Orlando was a great place to do that. Animation, interaction, modeling, rendering, virtual reality, and even synthetic actors were some of the subjects covered at this show.

Siggraph, also known as the 25th Conference on Computer Graphics and Interactive Techniques, is the place where computer programmers and coders go to learn about new applications and their uses in creating software. Some of these programmers and coders work on the cutting-edge of the coin-op amusement and entertainment industries. I went for a mental technology workout.

INVISIBLE TECHNOLOGY

My impressions while walking the floor the first time were quite mixed. The show was three-quarters the size of the International Association of Amusement Parks and Attractions' (IAAPA) show floor, with an estimated

attendance of 23,000+. Most booths had large screen monitors with instructions and sales occurring at the same time. The majority of attendees were (arguably) younger than me. I was fascinated as soon as I started out on the floor.

The most important undercurrent that flowed through the show was the ever-increasing improvement of invisibility in programming technology and techniques. Invisibility in programming is when sub-routines are predeveloped and already available for the programmer to use. This invisibility gives greater flexibility to a wider variety of programmers.

Invisibility works in technology in many ways. For example, you usually do not wonder about the individual steps involved in the process when you turn on a light or pick up the phone to make a call. My seven-year-old son has never lived in a world without beepers or portable phones. This type of technology is invisible to him.

Invisibility is an important aspect of programming as it relates to software production in the coin-op amusement equipment business. At one time, only those with the technical knowledge to create the code for the software could create games for the industry. With new programs, many different people gain the ability to turn their ideas into game software.

An analogy could be found in desktop publishing. With the advent of the personal computer, desktop publishing became possible. This is really an avenue for the expression of personal ideas, because anyone can write and print materials. In the same way, new techniques and software are allowing more and more people to create and publish more games (and other materials such as film and print media).

Student Games

The analogy has even more meaning: as with desktop publishing, with more material comes more garbage. While it is true that some new fabulous games are starting to come out of this revolution, it will take even more time to wade through the garbage to find the gems. As always, it is experience that will let you pluck out the good games from the bad ones.

With this trend comes some interesting questions. If so many can create so much, even if a lot of it needs work (to be kind), what does this mean to large companies that are heavily invested in dedicated board technology like Sega and Namco?

One section of Siggraph that was very interesting was the interactive area. Several exhibits in this section were from students in a variety of university programs from around the country demonstrating group course projects. One set of students created a virtual reality game that sent up to two players into a mythical Greek maze with minators and gods.

"When small groups of students can create games in under a week, what ramifications does that have for our industry?"

In only four days (!) another group created a virtual reality bumper car game with force-feedback steering and character choices using a new operating system that is offered free on the Internet. When small groups of students can create games in under a week, what ramifications does that have for our industry?

Wild Things

Many other thought-provoking exhibits fired up my imagination as I passed them or stopped in for a presentation. Seven- and eight-year-old children were creating new operating systems for simplified-use computer systems, and designing robots and their operating systems in an area appropriately called Sigkids. It was simply amazing to watch these kids!

The Silicon Graphics booth, one of the largest at the show, had a "virtual theater" consisting of a huge parabolic screen running on an Onyx II reality engine and showing an independent 3D world called "Alice in Digitaland," among other things.

This company has always been at the forefront of this industry. Its reality engine, previously priced at $500,000+ just a few years ago, is now selling for less than $144,000 ($54,999 show special!). On top of all this, add an entire session on the creation of 3D worlds for the Internet, with a huge crowd in attendance.

With a show this large it was impossible to see all the demonstrations, although I was able to stop at every booth. Many times I would go from booth to booth thinking of the best application for one technology or another, and wonder what would eventually rise to the top of the proverbial pile.

They say that the best way to stimulate change is to expose yourself to as many new ideas as possible, and then see what questions and subsequent changes come from the intersection of these various ideas. I have been exposed; now I will have to wait for the changes to come. I know one change; I can't wait to go to next year's Siggraph! ▲

NEW COMPANY, new direction: SEGA ENTERPRISES INC. USA

You mention Sega and you think of several things: huge simulators, majestic game rooms, impressive home games, and challenging pinballs. There are separate companies responsible for each, all worthy of their own story. However, we're focusing on just one of them, the new and improved Sega Enterprises Inc. USA.

VALERIE COGNEVICH

The evolution of Sega began in Japan in 1965 when Dave Rosen of Rosen Enterprises along with Dick Stewart, Marty Bromley, Ray Lemaire, and Scott Dotterer of Service and Games merged their companies, becoming Sega Enterprises. (The name was derived from the combination of words from each company: the first two letters of "service" and "games" from one and "enterprises" from the other.) Sega's first game, *Periscope*, produced from sketches provided by Rosen, was introduced in 1966. Circumstances propelled Sega into manufacturing and soon the demand for its games expanded beyond the Japanese borders. Sega produced more games in the '60s than the other factories combined.

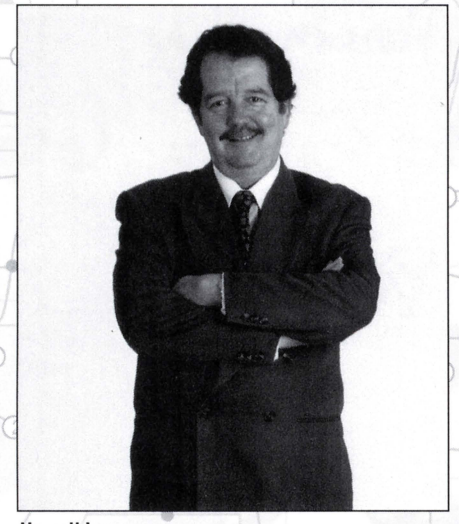
Rosen wanted to take the company public but problems arose. To circumvent those problems, Sega stockholders decided to search for a company in the United States and go public there. Instead, in 1969 Sega was acquired by Gulf + Western and became a public company in the United States around 1972; Sega Japan was a wholly-owned subsidiary. By 1978 Sega expanded with the acquisition of Gremlin Industries. In 1985 Sega Enterprises USA was founded as the American arm for the sale of Sega equipment. In 1986 Sega entered the consumer market.

New company, familiar name

The company we're looking at today is a new corporation even if the name is familiar. For the sake of simplicity for its customers (and who wants to change all their stationery anyway!) it's called Sega Enterprises Inc. USA, SEU for short. But don't be mistaken, this is a new company with refreshing goals and stimulating plans.

Hayao Nakayama

Al Stone



Howell Ivy

While all consumer and coin-op divisions (excluding the Chicago-based pinball) are currently in Redwood City and Fremont, Calif., that is about to change. The consumer divisions are finalizing plans to move to San Francisco. This includes Sega of America, which sells consoles and software for the consumer business; Sega Entertainment, which deals with consumer PC software (not the PC initiative we've all been talking about); and Sega Soft, an independent R&D software company that deals with an array of different products including games played over the Internet.

SEU, an independent, fully functional amusement company, chose to remain in Redwood City and Fremont. A big change is that SEU has purchased the sales division from Sega GameWorks LLC. The move is described as a natural extension of the deal that separates the two companies that had formed a joint venture in 1996. As a start up company Sega GameWorks LLC and Sega Enterprises Inc. USA formed the partnership for a number of reasons. Sega GameWorks LLC, also working with Steven Spielberg's Dreamworks and Universal Studios, designed and developed location-based entertainment centers, the most advanced interactive sites up to that time. Since Sega Japan had already revolutionized location-based entertainment in Japan, the plan was to bring the same kind of innovative, exhilarating family-based entertainment centers to North America.

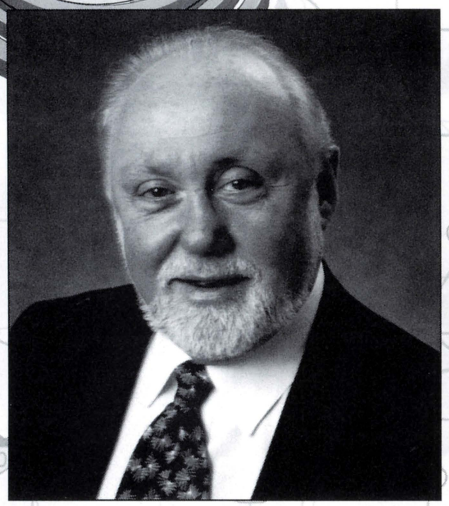
The joint venture with Sega Entertainment transformed GameWorks LLC from a start-up company into a sizeable entity right out of the chute as far as revenue and profit. This facilitated financing and roll out. Now that everything they'd hoped for is in place, Sega GameWorks LLC and Sega Enterprises Inc. USA decided that it was time to go their separate ways, each focusing on what they do best. Sega GameWorks plans to continue opening new entertainment centers and putting its emphasis on operating. .

What SEU does best is based on the company's view that the coin machine industry is in need of guidance and vision. To facilitate that, Hayao Nakayama will become chairman and CEO of SEU. Mr. Nakayama has been with Sega since 1978 when he was appointed executive vice president of sales and marketing for Sega Japan. When Rosen began spending more time in the United States, Mr. Nakayama proved to be the perfect choice to oversee business in Japan. Rosen appointed Nakayama president of Sega Japan in 1982.

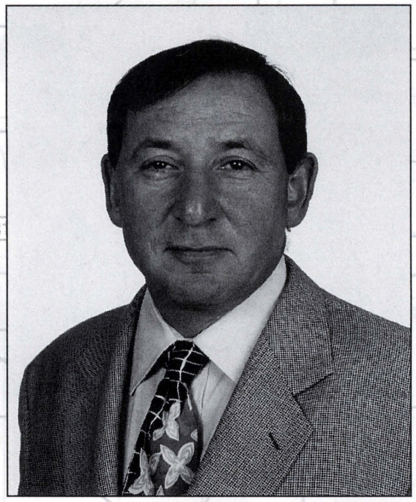
SEU's president and chief operating officer Alan Stone elaborated on SEU's vision of the industry's needs: "The industry isn't stagnant exactly. It's attracting capital and growing on one end, but shrinking on the other. We disagree with the negative views, particularly in respect to our product, which lends itself to the expanding part of the business."

"Our games will not only be geared toward theme parks and FECs, but to street locations, too, starting with the long-anticipated* Daytona 2 *in a single player."

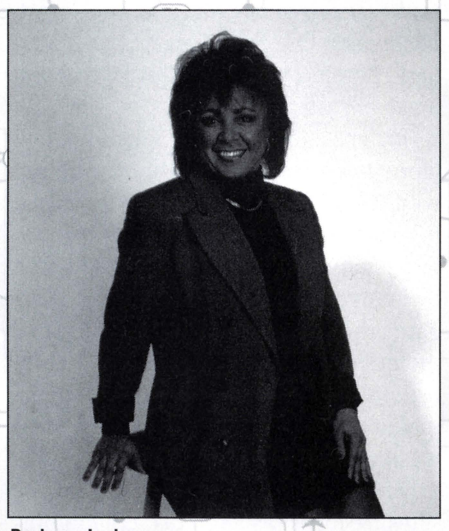
With that in mind, what are SEU's plans? First of all, SEU will be a fully functioning amusement company, positioning itself to do much more than simply buying games from the parent company in Japan and selling them through distribution, although that will remain its core business. SEU will be looking at a variety of different businesses and levels of business. As intriguing as that sounds, the company's plans are still under wraps. They admitted that SEU will have all the components of an amusement company, will be far more than a distributing company, and will be adding local R&D, which up to this point it hasn't had. In addition SEU will have its own finance, sales, and manufacturing divisions. In other words, a



Ken Anderson



Bob Giovannettone



Barbara Joyiens

Takeshi Uehara

smaller version of the mega Sega Japan.

Stone added that if success hinges on leadership, SEU has a decided edge with Mr. Nakayama. He explained, "Mr. Nakayama is the single most powerful individual in the amusement business today. With his contacts, control of resources, insight, and direction, we can change the posture of this industry while growing our own business coincidentally. His vision since his early industry days has been unchallenged and unequalled. The luxury of having Mr. Nakayama actually involved in our day-to-day decision making as chairman and CEO will provide us with a unequivocal advantage in reaching our goals and our future plans."

The staff

Both Howell Ivy, president and deputy chief operating officer, and Stone will report directly to Mr. Nakayama, who will remain in Japan; the rest of the staff will report to Ivy and Stone. Although most of our readers probably know Stone, for industry newcomers and those who have been on a deserted island, here's the condensed version. Stone's industry career spans 20 years with just two companies. He became part of the industry when his company Far East Video was tapped to represent a newcomer to the coin machine industry in the United States—Nintendo. Stone stayed at Nintendo 14 years, from its humble beginnings through its phenomenal successs with its VS system and *Play Choice I* and *II*, until the company exited the coin-op market to concentrate solely on its consumer side. Stone then joined Sega, where he has been for six years.

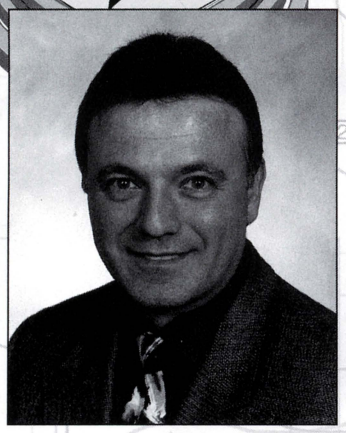
Ivy has chalked up more than 25 years in the industry with only three companies. He began with Ramtek (remember those definitely-not-countertop trivia games? Ramtek's Mel McEwan went on to found Meltec, a popular redemption company), moved to Exidy (how about the most controversial game of all time—*Death Race*?), and then Sega where he has been for 12 years. He told us, "We have a whole new attitude and new direction than the previous Sega. We are looking to make a greater impact on the industry, and by being a leader, help conduct a major turnaround in the industry."

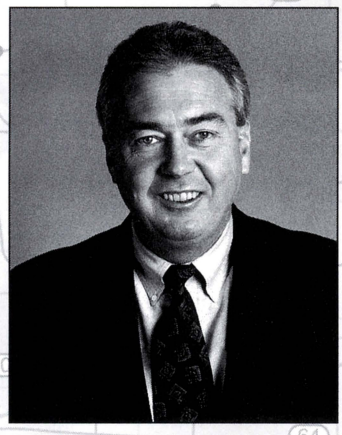
Takashi Uehara, executive vice president, has worked all over the world with various products, including trading and construction companies. He's lived in Japan, Germany, and Indonesia. He joined the Sega team in 1990 and was in charge of the overseas sales division before moving to the United States. He is now a senior vice president of SEU. Noted Stone, "He has a wealth of experience in this business. We're lucky to have him on our team!"

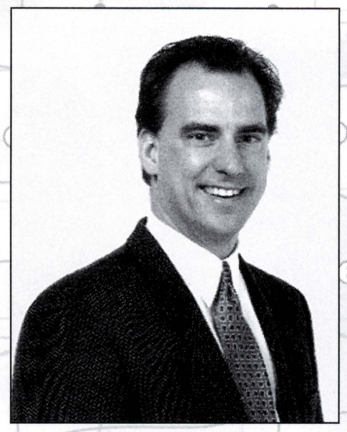
Then there's the lovable Ken Anderson, senior vice president, who is just as comfortable sitting down with operators eating pizza as he is donning a suit and tie and breaking bread with industry head honchos. He will be working closely with Stone to develop new opportunities for the company, looking at new product lines, working with distributors, and securing affiliations anticipated in the next six months.

Anderson swears he's been in the industry since 1896, but we've pinpointed it more at 1967, when he started at jukebox legend Wurlitzer. He has also been with Chicago Dynamics, Fun Games, GamePlan, and Leland. Everyone at SEU agreed that his incredible 31 years of experience is a valued asset to the company.

Recently promoted to vice president


Frank Pellegrini


John Hill


Pete Gustafson

Michael Cooper-Hart

of sales and marketing is Barbara Joyiens, whose coin machine industry career began with Sega five years ago. Her previous experience was as a vice president of sales and marketing with stockbroker Shearson Lehman Bros. and as a business news broadcaster for ABC. What an impressive background! You can't help but wonder what made her get into this rather unpredictable business. "I met Ken Anderson and it wasn't long before he convinced me to join Sega. I've been here five years, and I can honestly say that it was one of the best decisions I've ever made," Joyiens declared.

Stone added, "I think Barbara is one of the few examples of someone who has touched every base in the company on the way up to her current position. She has built an incredible foundation based on knowledge and experience that has enabled her to give our company immeasurable contributions."

Frank Pellegrini, senior vice president, brought to Sega over two decades of industry experience, both in distributing and manufacturing. His most recent previous position was at Konami of America. Stone commended Pellegrini for his efforts in developing Sega's South American market, adding, "Frank is now moving on to define and develop new business opportunities in non-conventional areas for the new SEU. Frank has exhibited the energy, knowledge, and determination to bring these new ideas to fruition."

Working with Pellegrini will be vice president Sam Ohashi. He comes to SEU from Uniden of America where he served as president. His fellow coworkers all agreed that he brings with him a wealth of market experience and savvy.

Another asset to the new SEU team is Bob Giovannettone, affectionately called Bob G, previously Sega GameWorks' chief financial officer. He worked at MCA Universal, Universal studios, and Warner Bros. among his many positions in the entertainment industry. He worked with Skip Paul, chairman of Sega GameWorks, for about 11 years. He's a CPA and MBA, and will be SEU's senior vice president and chief financial officer.

Other significant members of the new SEU team include Kimberly Walman, vice president of operations; Michael Cooper-Hart, vice president of product development, who looks at applicable ways to apply SEU's business with other technologies; and Rudy Lopez, previously director of accounting and finance and now vice president of accounting and finance.

With SEU's impressive team firmly in place, plans are underway to work much more closely with Sega Pinball's Gary Stern and Joe Kaminkow. Sega acquired Data East Pinball in 1995.

Products

"To put our product lineup in perspective," began Stone, "I've been in this industry now 20 years and I can honestly say I've never seen a stronger line of products."

Oh sure, you counter, he would say that since he's supposed to feel that way! Let's take a look: there's *Top Skater, Harley-Davidson Deluxe* and *Single. Rally 2 Twin* and *Deluxe, Jurassic Park: The Lost World*, and the latest, *Daytona 2*. OK, Stone wasn't exaggerating! There are games in that list that will make industry history.

Joyiens added, "Your equipment poll alone has shown us steadily on the top with almost every game we've produced in recent years. After looking at our previous games, it's hard to believe that our current lineup is even better! Our games will not only be geared toward theme parks and FECs, but to street locations, too, starting with the long-anticipated *Daytona 2* in a single player that is linkable up to 16 seats."

The original *Daytona USA* broke sales records as well as collections. You'd have to look far and wide to find an operator who didn't name it one of his best games ever. *Daytona 2* has a tough act to follow. Joyiens informed us that "won't be a problem because even with our list of strong games, this is one of the best."

But we don't have to take her word for it. SEU's distributors, invited to a product introduction in Chicago in July, said it all with their checkbooks. SEU reported the strongest support for any single product they've seen in years. "The orders were overwhelming," said Joyiens.

Taking it to the street

While SEU assures operators they'll be in for a year of romance with its products, the best part is that

Tony Maniscalco

Carlos LaGuardia

Kimberly Walman

Rudy Lopez

not all of the new games will be big, expensive, break-the-budget simulators. Street operators who have grumbled that they've been overlooked when it comes to product are in for a surprise. "Our thoughts relative to street operators is that they are a huge part of the overall market. We agree that street locations haven't been a priority in our industry," Stone confirmed, "but we plan to change that."

SEU should know because they talk to operators. Stone said, "Street operators are a smart group and good businessmen. Let's put it this way: After I talk to five street operators I'm not passing the hat for them. They are selective and cautious in buying the right equipment."

Stone continued, "And SEU intends to offer them more right equipment. That's the market we're going after. We are more up-to-date than just about anyone concerning the PC-based Open Arcade Architecture. We still feel that the name of the game—is the game. If we could find a series of games that made sense on that type of platform, we'd go after it."

Don't you just love that quote from Stone: the name of the game—is the game? No one could have found the heart of the matter better. Ivy had this to say about creating the best games:

"I have to add that the units we'll be offering for the street will be even more cost effective than the PC-based ones everyone's talking about. What's required for the PC in a street location makes it too expensive right now. It's a great idea, but once you put the horsepower and add everything else you need, it's expensive. We can deliver better performance at a better price. For example, we have some games coming out for the street that perform at least as well as our Model 3 technology."

Ivy continued, "SEU has been able to create an amazing hardware system because of its extensive use of custom proprietary integrated circuits in both the arcade and consumer business. The concept for the Naomi system was in direct response to street operators' request for low-cost, high-performance products they could afford.

"SEU's experience and expertise in the consumer market have helped to keep the cost down without sacrificing performance needed in coin-op. The power and capabilities of over two million polygons per second rivals any system on the market today.

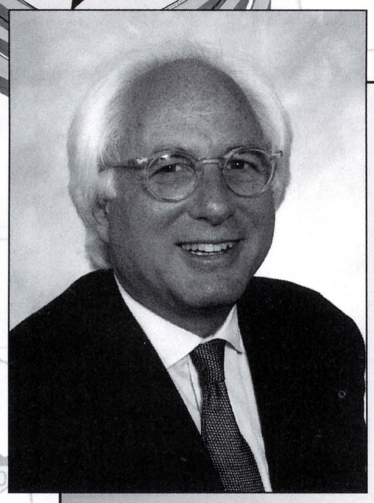
"But, as I said before, hardware is only part of the equation. It's not the high-performance PCB system a player cares about, it's the game play that compels him to continue inserting coins. But the hardware is very important to the developer. High-performance hardware gives the designer and programmer the power and a new freedom to create enticing game play for a gratifying game experience. Many previous game design limitations have been eliminated with the power of Naomi. All of this at a low price is coming together for the next generation of games for the street operator, our primary target for this program.

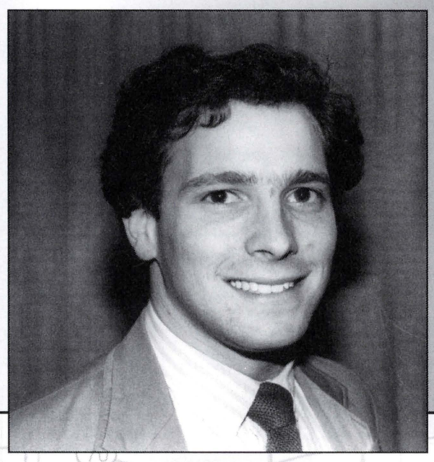
"SEU is also presenting a new look in cabinet design. Gone is the traditional black box, considered one of the limiting factors in expanding the street market. The new look and feel will give operators the tools necessary to revolutionize their market."

Anderson picked up the focus on street operators. "Street operators are healthy for the right reasons. They've bought cost effective games that have given them a good return on investment. I hate to give anyone else an advertisement, but Incredible Technologies' tournaments have made operators money. There are a number of examples of operators who have turned their businesses around with the help of *3D Golf* and countertops. Both have given them a fantastic return on their investment."

Anderson continued, "Street operators need exactly what we're doing: high-performance, low-cost product. They're not looking for repetitive themes like fighting games, but low-cost driving and gun games. Of course, I've heard operators say they want new, innovative games, but they really don't have definite ideas about what they should be. I've had operators tell me that if we could do a low-cost, high-performance driving, gun, or sports game, that's what will make money for them.

"Finally, they would really like for us to come up with a tournament package for locations. They've seen that it can be successful and are looking to go a step further with it. I think that scenario is one we'll be looking at seriously."





SEU will be working closely with Gary Stern (l) and Joe Kaminkow at Sega Pinball.

Partnering with distributors

Joyiens wanted to talk a little about how SEU is going to change the way it does business with distribution, becoming more involved. She explained that SEU's regional sales managers will be in much closer contact with not only the owners and principals of the distributorships but with the entire sales staff. She added that SEU intends to partner with its distributors in the decision making process on things that concern distributors and their customers.

"We are continuing in a direction we started a year or so ago," Joyiens offered. "Our regional sales managers will work much more closely with the distributor's sales team and their operators. Every month they are out on the route with the sales people listening to and learning from operators. This way not only does the SEU salesman know what the distributor wants and needs, but he's heard directly from operators what they want and need. The sales managers give that information to us, and we, in turn, can make decisions based on trends. We hear a wide range of comments from something simple like how to make our games more operator friendly to those a little more complicated like internal board change recommendations."

Since there has been some speculation from various groups about the fate of distribution since mergers and buyouts are becoming more commonplace, it sounds like Sega is taking the opposite approach. "There will always be a definitive need for distribution," Joyiens confirmed. "Distribution is a very significant role in this business and it's a positive one. They are experienced, knowledgeable, and have a critical role with both the factory and their operators. One thing we've discovered is how vastly different each region can be. Cultures, types of operations, methods of doing business, and customer bases differ considerably. Among other things, we depend on our distributor network to keep us informed. We have the finest distributor base in the industry today."

The regional sales team consists of John Hill, Eastern regional sales manager; Tony Maniscalco, Midwestern sales manager; Pete Gustafson, Western regional sales manager; and Carlos Laquardia, international sales manager, who works with an inside sales person, Virginia Pina. Joyiens noted that this sales team spends about two or three weeks per month traveling. As Anderson said, "One of the important jobs they have is providing us information on market trends."

As a final thought, we couldn't resist the temptation to ask SEU to address some of the concerns operators have expressed about the company squashing the small guy and taking over all his locations. "If any operator out there wants to be a Sega salesman, tell him to call me," Stone declared. "Our goal is to help operators have the best earning equipment and we want to see them succeed. Some comments we've heard are unfair as well as untrue."

SEU has put its money where it's mouth is when it vows to help operators. "We understand operators can't always afford the high ticket price of some games we produce," Joyiens suggested. "The capital expenditure can be hard on operators. We have offered a solution with our leasing plan."

Stone added, "About two years ago we thought it was time to inject some additional capital into the industry by making an investment in ourselves and, therefore, in the industry itself. The leasing we do is through a captive finance company; we own half and a financial institution owns the other half, putting us equally at risk. Many finance companies are not too well versed on the coin machine industry. With us as a partner, that unknown has been eliminated. We are taking a risk, but we are taking it on an industry we see as viable. It's been tremendously successful."

"The beauty of it," added Anderson, "is that distributors can take advantage of it and not be financially liable. It's off the balance sheet. It does not encumber operators as far as extending their line of credit through their bank or other lending institution. The value of the game is in the cash box, not in the wood. This leasing program is enabling operators to take advantage of that value by being able to purchase the equipment in the first place."

Mr. Uehara summed up the feelings from the parent company in Japan: "We feel that with SEU's new approach, injection of capital, and its position as an industry leader, we are going to address new markets, work more closely with all markets, and let R&D designers develop games specifically for these markets. With Mr. Nakayama's vision we feel that not only are we going to do better, but we're going to help the entire U.S. market." ▲

CONGRATULATIONS

TO THE

AMOA

ON 50 YEARS OF
LEADERSHIP IN THE
COIN-OPERATED AMUSEMENT
AND MUSIC INDUSTRY.

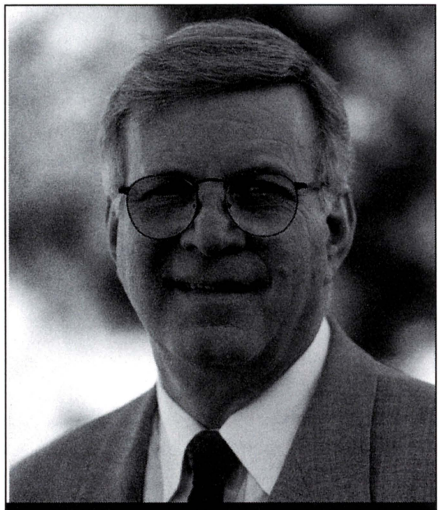
WE'RE PLEASED TO
SALUTE YOU ON THIS
HISTORIC OCCASION.

L.L.C.

REDWOOD CITY, CA

JVL HAS INGREDIENTS *to make a good company* GREAT!

If you're seeking success in the coin-op industry, two things are vital: good product and good people to sell it. JVL has brought these two elements together and the formula works. The product, of course, is the *Concorde2* countertop game and the people include industry veterans Mort Ansky and Jerry Gordon heading up an experienced sales team.



MORT ANSKY

We're going to take a look at both the product and the people. Afterwards, it should be pretty clear why JVL is making a prominent name for itself in the coin machine industry. While there were some technological stops and starts that relegated JVL to the sidelines of the amusement industry's fastest growing product segment, the company finally hit its stride with its new *Concorde 2* countertop and upright machines. *Concorde 2* is more user-friendly, has more games (54) than other machines on the market, and is stocked with components that offer the fastest play action possible. It is the result of listening to operators, distributors, and players, then taking their ideas for a perfect machine and making it.

Vice president of sales Ansky explained, "The past couple of years have been challenging for JVL. But this new machine has really turned the corner for us in terms of innovation, technology, and credibility. Our service center network has also added tremendous value to what we can offer operators."

He added, "We basically stepped back and let our customers tell us what they wanted to see in a countertop. The hallmark of JVL is its in-house engineering, so it wasn't a matter of not being able to put together that perfect machine. It was really a matter of building a product based on the specific wants and needs of a growing marketplace for this type of machine."

If you know Ansky, you know that he does not brag when bragging is not warranted. He's brutally honest and is certainly not shy about telling it like it is! Admitting that there were some hurdles to clear is not always easy. Ansky admits that because JVL was able to overcome any problems it may have had says a lot about the company. And he should know. Ansky is no stranger to the countertop market. He helped establish and develop the countertop market 15 years ago and has proudly watched it grow and evolve.

JERRY GORDON

"I'm not afraid to say that this is the hottest machine on the market," Ansky asserted. "As one of our top distributors has been quoted as saying, 'JVL is the best kept secret in the industry!'. The *Concorde 2* has superb high-resolution graphics, a great selection of games, and is also available in an upright model. Everything anybody ever asked for in a countertop is in this machine. We are really excited about the response we are getting."

Although the *Concorde 2* is generating interest as a great game, JVL has added a number of incentives and customer service features for operators.

Happy Anniversary

AMOA

It's 50 years you've served us well
Through some good times and some from hell.
For battles won and issues set straight
We thank you for always pulling your weight.

As an association you've done us proud
Without being boisterous, without being loud.
Your influence has boosted our industry's pride.
Here's to 50 more years as an industry guide.

From Your Friends At

Play Meter

JIM HALL

VALERIE BECHTOLD

These include an 18-month financing plan, a $200 rebate summer promotion, and what JVL calls the industry's first-ever service centers. The company has set up three service centers so operators can easily get needed parts or service without having to ship to JVL's Canadian-based manufacturing facility. These service centers include Atlas in Illinois, Tekbilt in Pennsylvania, and Cointrol in California.

"We've combined innovation with incentives that give operators tremendous value in what really is a premium machine," Ansky declared. "Almost everything we've done over the past year is directed toward making it easier than ever to use and work with the company's machines."

Joining Ansky as part of the team is Jerry Gordon. JVL president Val Levitan said, "Getting Jerry is like bringing Michael Jordan out of retirement. From that perspective, between Jerry and Mort, I'd say we're on our way to creating our own 'Dream Team' of top executives for our company. Jerry brings over 40 years of experience to JVL. He has developed more than just a knowledge of the industry, he has an instinct for it. That will be critical for the future growth of our company."

Gordon began his industry career at National Shuffleboard and Billiards. In the early '60s he joined Betson Enterprises, where he rose to senior vice president. In 1983 he joined jukebox manufacturer Rowe International. He retired from Rowe in 1996 and became a marketing executive for Bally's Park Place Casino and Hotel.

Ansky added, "Bringing Jerry on board has really been a positive step for us in the industry." Gordon's primary challenge will be to close the gap between JVL's penchant for innovative engineering and product development and the operational processes of manufacturing and product distribution.

"All too often," Ansky explained, "JVL has been perceived as being quick to market with new ideas, but slower to produce a product that lived up to early expectations. Great technology is a two-edged sword. We've been first with just about every new innovation in this product category, but that hasn't translated into corresponding market share because we've had problems getting that technology in the hands of operators. Everything had to be right and many times it wasn't. If you're a huge company with a lot of different product lines, you can afford to make mistakes. As a smaller, more focused, and more entrepreneurial-type company we couldn't afford those same mistakes, and it cost us customers."

Gordon agreed, "In many ways it's been a rebuilding year for JVL. There's a new product, a fine sales staff, and a new approach to working with customers. I think JVL has really been focused on serving the specific needs and wants of a growing marketplace for countertops."

Ansky and Gordon oversee a sales team that includes Valerie Bechtold and Jim Hall. Bechtold, a former sales representative with Planet Earth Entertainment and Coin Concepts, brings more than 15 years of domestic and international sales experience to the team. She is responsible for the company's West Coast territory.

Hall, the former Midwest sales manager for Valley Recreation Products, brings five years of domestic and international sales and management experience to JVL. He is responsible for the company's Midwest territory.

"Each person we've brought on board will contribute different things to our management and sales team. It will help us increase what we can bring to our customers at both the product and the customer service levels," noted Ansky.

He concluded, "We want to be known as innovators and not simply followers. We already have an impressive track record in that area. For instance, JVL was the first to come out with a CD-ROM for a countertop, the first to have a coin mech and bill acceptor on a countertop, the first to have over 50 games on countertop, first to have strip poker on a countertop, and now we are the first to have service centers in the United States. We are first in a lot of things, and we're looking forward to the fall with new and innovative 21st century technology. These days we've got a great machine, we're improving our operations, and we've got a tremendous resource in Jerry Gordon—all the ingredients we need to make a good company great!" ▲

Service Centers

Atlas Distribution Service Center
2001 Estes Ave.
Elk Grove Village, IL 60007
(800)543-5005
(847)952-7500

Tekbilt Service Center
3983 Mann Rd.
Huntingdon Valley, PA 19006
(800)666-7776
(215)322-3232

Cointrol Service Center
398 Commercial St.
San Jose, CA 95112
(800)338-7031
(408)286-6272

JVL Corporate Headquarters
1-390 Edgeley Blvd.
Concord Ontario L4K 3Z6, Canada
(800)296-6657

Coinman

JOHN ESTRIDGE JR.

I remember when John's father was president of AMOA back in 1985. It was a time when many states had shows, and we were all doing a lot more travelling.

I ran into John and his wife Sandra at virtually all of these. They are wonderful people, and I saw a dedication to the industry that impressed me. John and Sandra have retired in Naples, Fla., and the business is now in the capable hands of their son John.

With fond memories of Sandra and John Sr. in place, I was curious about what I'd find when I did this interview with John Jr. He's the spitting image of his dad and sounds just like him too. He had some big shoes to fill. What I found was a man who has formed his own opinions on the industry based on some intensive knowledge learned at his father's knee. He also exhibits that dedication that you need to be successful in this industry. Those shoes fit him just fine!

When did you start full-time in the business?

My father started Southern Games in 1969. As I grew older I did like most second and third generations, I began working on weekends and after school at the company. I wasn't convinced, though, that I would make it my career. After graduating from college my father and I talked, and when I decided to get into the computer industry he encouraged me to give it a try. After selling computers for awhile, my dad and I had another long talk. The fact that I had proved myself in the business world excited him.

It was October 1985 when I decided that I would make the coin machine business my career My dad sent me for some intensive training with Dick Hawkins at D&R Star in Minnesota. Dick was kind enough to give me a pretty good education. It was a once-in-a-lifetime training opportunity.

Since you'd grown up hearing about the industry, were there any surprises when you got into it full time?

Everything was about like I expected it—a lot of hard work, dedication, and the need to work smart. We have always been the kind of company where you roll up your sleeves and do what has to be done. I didn't have time to think about being unhappy.

–by Valerie Cognevich

Coinman

JOHN ESTRIDGE JR.

Have you seen any major changes in the industry from the time when your dad was in charge?

One of the major changes was that cranes became a major part of the business. Another was the types of locations. In the mid-'80s locations were typically convenience stores, taverns, bowling centers, etc. These locations usually had five, 10, or 15 or so games in them. Then in the '90s everything went to large arcade-type locations, some with 100 or more games. Those are two changes my dad notices when he comes back.

Another change I've seen is that simulators are such a big part of our business now compared to just a few years ago. The investment is much more.

Do you have a lot of street locations?

About 35 percent is street business. The other part is arcades, family entertainment centers, and crane accounts. We do a lot of crane-only accounts.

Going to the street side of your business, how do you feel about the equipment?

I would like to see more for street locations, especially kits. We've been blessed with *Golden Tee Golf* and the countertops; pool and darts are steady. But we need more kits so we can get back to where we can operate in all of our locations efficiently. That's the thing about some types of locations: we don't have equipment to sufficiently service them. You can't put large simulators in some locations, and you don't want to erode your customer base or your potential customer base.

That's one area that cranes have been great. Cranes cater to a large crowd. A video game is a loaf of bread with a shelf life. You have to keep it from getting stale. What makes a route successful is the rotation of equipment. It would be wonderful to have eight or nine games that are as good as or better than *3D Golf* because you really want enough product to service the street account.

As a street operator what is your greatest concern?

You need a wider variety of equipment to service your locations. It's much different than in an arcade or family entertainment center. They can link simulators, but that's not feasible in street locations. You need to see a better return on your investment on simulators than you'll see in most street locations.

What do you think about the Open Arcade Architecture? Will it be beneficial to operators?

It's already started to have an impact. The first test with the National Amusement Network Inc. (NANI) was with *NBA Jam* and we found out that the system works. The hold-up on our side was that we had a game that was two years old by the time we tested it. The Open Arcade Architecture will allow us to run tournaments and give us a wider availability of new software. The tournament atmosphere will allow us to get into some additional street locations. It will enable us to broaden our player base.

"That's truly the key to the success of the industry and the individuals that make up the industry—helping each other."

Are you looking to it more for broadening the player base or giving operators a bigger selection of games?

It will do both. The goal in any of this is to increase your player base. The more you increase your player base, the more you increase your potential locations.

Is that the idea behind NANI, and what is going on with it?

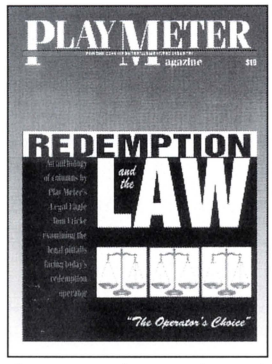
I'm not testing anything right now, but NANI is working with the *TouchMaster* countertop from Midway. I've talked to several people on that and they are very pleased with it. Mike Leonard has been named the head of NANI and I can see him being a good addition to the NANI team. He's a heavy duty fellow. He's very dedicated and innovative.

Many wondered why NANI has taken so long to take off. I visited some locations in Ohio during the test a few years ago and the players and location owners were ecstatic about it. Why is it taking so long?

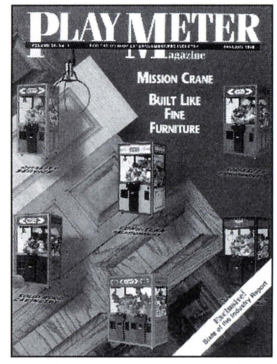
It was done in such a way that it would encompass every aspect of a tournament. Incredible Technologies got its system up and running and continued to improve it and add things. NANI wanted to do it all at once, and it didn't happen. There are so many people involved in NANI, and anytime you have a large group trying to get

From the PLAY METER Library

1998 Directory
"Now where's that number?" will be an easy question to answer with *Play Meter's* 1998 Annual Directory. You'll want to keep it under lock and key when others in your office discover how valuable it is! Instead of super-gluing your copy to your desk, tell them how easy it is to order their own. This is a complete reference book containing listings for all the companies you need to call: manufacturers, distributors, support/supply companies, associations, and trade shows. In addition, there are handy separate lists for fax numbers and Web sites. You'll use it all the time! There is also an index of all articles appearing in *Play Meter* last year, arranged by categories so you'll be able to revisit articles of interest. **$25**

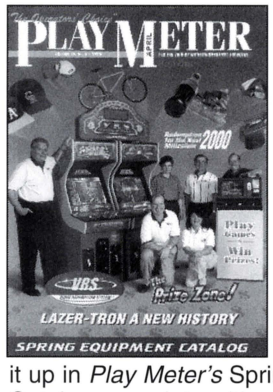


Redemption & The Law
Tom Fricke, *Play Meter's* celebrated Legal Eagle columnist, knows redemption and he knows the law. Put them together and you have crucial answers to tough questions about how laws are interpreted and what they mean to you as an operator. Tom's columns from last year have been assembled into one comprehensive booklet, complete with an index, to make it even easier to find out what he has to say. Coming soon will be a new edition, with even more articles that appeared this year. **$10**

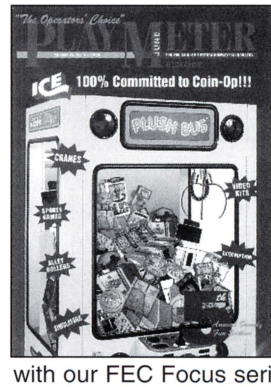


State of the Industry
"I wonder how many video games were sold last year?" "Are my games making more or less than other operators' games are earning?" "What do my peers think about the future of the coin machine industry?" There's one place to turn for answers to these questions and lots more. It's *Play Meter's* Annual State of the Industry Report. We send out a lengthy questionnaire to our operator readers who for two decades have been willing to share their numbers with us. The responses are compiled into an average for the industry. You may be doing better, you may be averaging less, but this is a great place to start. **$10**

Tax & Management
Nothing could be more hands-on than articles that deal with finances and management. Long ago we recognized the importance of these subjects and made them the core of our February issue. Look for expanded "Tax Tips" which is one of our most read columns because it deals with something near and dear to our hearts: how to beat the IRS at its own game. **$10**



Spring Equipment Catalog
Remember seeing a game you'd love to buy, but can't quite recall the name? Now you can look it up in *Play Meter's* Spring Equipment Catalog, complete with photos and descriptions of kiddie rides, bulk vending, novelties, bop/stomp games, children's games, redemption gun games, photo booths, cranes and rotaries, ball roll-downs, coin pushers, sports games, virtual reality, motion simulators, midway-style games, laser tag, alley bowlers, coin drop games, prize vendors, and specialty machines. **$10**



5th Family Fun Edition
Play Meter was the first major coin-op industry trade publication to address the growing family entertainment market with our FEC Focus series of feature articles and our annual June issue dedicated to all the elements of family fun. This year's topics included operations, debit cards, high-tech fun centers, laser tag, and association views from AMOA, IAFEC, and IAAPA. **$10**

Mail your check or money order to:

Play Meter Magazine • P.O. Box 24970 • New Orleans, LA 70184

credit card orders call:

1-888-I-READ-PM

or fax information:

1-504-488-7083

Coinman

JOHN ESTRIDGE JR.

"You need to see a better return on your investment on simulators than you'll see in most street locations."

something done and one thing slows down, it slows down everything. There are some very capable people and it wasn't a lack of time to get the system up and running.

The Open Arcade Architecture will have many of the elements NANI needs built into the front and back end. The middle part would be the game. A game developer may have to make some modifications, but it's not like he'd have to invent a coin-op game very time. Operators will just slip in a game and the package will be complete. That's what makes the Open Architecture so attractive. It will increase the number of titles and, in turn, increase the efficiency of getting to market. We will have many more titles and the price will be one of the best parts

OK, let's say that NANI was up and running and the games were available. What impact would NANI have on the industry?

The initial impact is to increase the player base, important to any operator. After the initial impact and the new customers, then you have a viable way to get more titles more efficiently.

What do you think about the up and coming digitally downloaded music?

Let's talk about jukeboxes first. RCA Records and AMOA are working together to get AMOA members new promotional CDs. For instance, RCA has committed 10,000 Alabama CDs to be distributed to AMOA operators across the country. That's one thing AMOA is doing to increase play on jukeboxes. It's a win/win situation for everybody and the jukebox committee should be commended for that.

Let's look at something else that's happening. Radio airplay is getting more difficult to get. The beauty of this deal with RCA is that 100,000 CD jukeboxes on the street gives record companies a lot of exposure that they will share with operators by supplying pre-releases of CDs. They can promote them through jukeboxes instead of on the radio as they've done in the past. It's a good strategy for the record companies. You'd have a situation where record companies with up and coming artists could spend part of their promotion budget to supply CDs to jukebox operators. Customers will hear the music and start calling their favorite radio stations to request that music.

The RCA deal was the first one, and they are working on some others. This is the project for now for the jukebox promotion committee because it's very time consuming and there are so many people involved. But I can think that you'll see more things like this coming out of that committee. The jukebox has so many different venues of concern. There's live music which has been around a long time. The jukebox committee is dedicated to finding ways to get people to play the jukebox. They may be able to play something on a jukebox they can't hear anywhere else. They could hear a song before they go to the record store and buy a CD. I think that would put the jukebox in the forefront of what it could do for operators and the music industry.

OK, now back to the question about digital music. One thing you are running into with the digitally downloaded music is that there is no control over the base library of the music. Most of the manufacturers have made their own agreements or purchased libraries from certain societies. What we must have is a main pool of music. A digital jukebox will be like the Open Architecture. You'll select the brand of jukebox you want to service, and you'll have a base of music.

Have you seen a lot of competition from things like background music or MTV?

We've been battling that for years. The biggest problem I see is operators not educating the location about what you can do with a jukebox. Previously locations chose background music because they wanted to create an atmosphere or an ambiance. Well, with CD boxes you can do that also, depending on how you select your music. Plus customers can choose what they want to hear rather than just listening to what is playing.

What do you have to do to educate the locations?

Discuss the things you can do. Most envision a jukebox as something you set in a location and stock with music. A lot of locations, especially larger ones, do not have enough selection terminals. The other thing is that background music has a cost while a jukebox can be a profit center. That always gets their attention. You can control the situation. You can run paging systems through the jukebox. The sound quality of a CD jukebox can be set up where it's good or better than any other sound system.

Do you see a big difference in the locations you've done this with and those that haven't had that education?

Yes. The reason is that people get excited about two things. One is when they can hear how the sound system sounds. Many do not understand that the quality is there, or they are skeptical about it. It's an education process because the sound quality is there. The second thing is the fact that it can be a profit center. We are in a promotional

business, and if we do our job then we are helping our locations promote the products to their advantage. As their profit center increases, it's great for us.

How about your pool table business?

Probably every operator who has pool tables will tell you that it's a steady business. The major expansion in pool in the last few years has been the upscale tables. It's done several things for us. We can charge a higher per-play price and it creates an atmosphere. We're able to provide that atmosphere required by upscale locations with say a *Top Brass* pool table. It fits their image. It's like video games that are set in a cabinet made to suit the location. They, too, help maintain that ambiance. You have to be aware of what goes in what location.

What are you charging per play on most of your pool tables?

It depends a lot on the area. Remember that a pool table takes up more room so you have to justify that space. The big sales from pool tables or dart boards are not in the cash box, it's in trade stimulation. People enjoy playing so they'll stay there longer. That enables the location to sell them more food and more alcohol, their primary business. Pool prices range from $1 to $1.50.

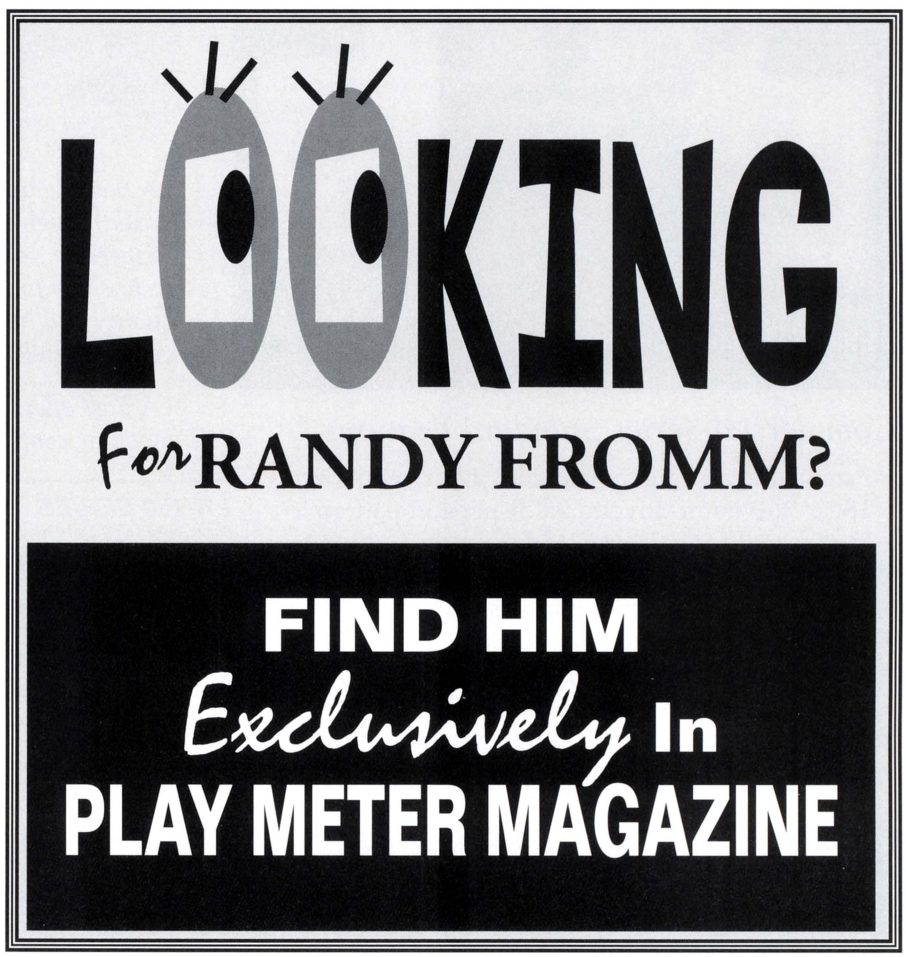
You've been in the business a long time. What advice would you give newcomers?

If they've already started their business, I'd strongly recommend that they join the AMOA. It's a beneficial organization to our industry. But more importantly, they will come in contact with many people who are experiencing or have experienced the same things they are going through. We all try different things, and we can help others. You talk to someone in a different part of the country and they might be doing something you've been wanting to try. Belonging to AMOA gives operators an opportunity to develop friendships they might not be able to otherwise. And those friendships can help your business.

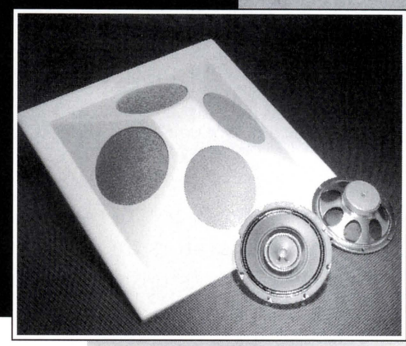
I could go on and on about what AMOA is doing for the industry. I already mentioned the deal with RCA and others to follow. AMOA is also very involved with the parental advisory issue. If anyone is not familiar with that, they should find out. We are volunteering to put advisory stickers on our machines to alert parents to violent games. We know that if we don't take steps to police ourselves, the government could step in and do it for us. That's never a good thing. Stickers are readily available; every game should have one affixed. This is a serious issue in our industry right now. It's one that won't be going away.

I've always thought that operators took the networking possibilities available through AMOA too lightly. An example is your dad sending you to Dick Hawkins for an industry education! How important do you think it is?

I cannot stress it enough. For Dick to let me follow him around for six weeks is commendable. It all happened because my dad and Dick had formed a friendship through their association with AMOA. I've heard lots of other stories of operators helping each other. That's truly the key to the success of the industry and the individuals that make up the industry—helping each other. ▲



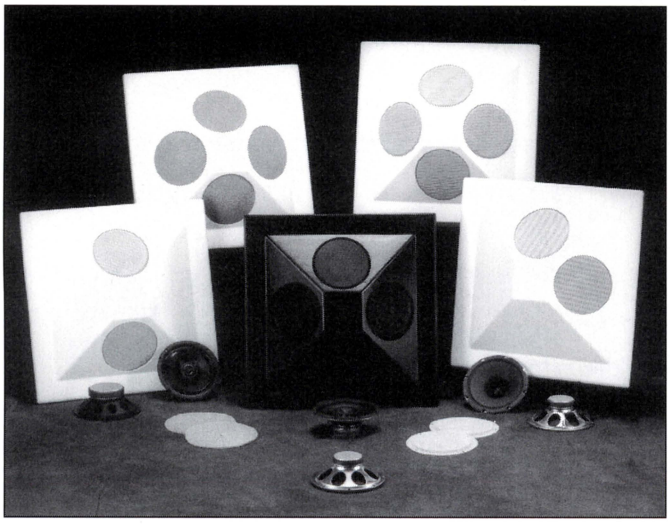
Great Sound... Good Looks... Easy to Install!



LA EAST CEILING SYSTEMS...

The Original Super Dispersion Series Loudspeakers!

Operators and locations agree that our ceiling speakers are the best in the industry! With ease of installation and 360° sound dispersion, our ceiling speakers are ideal for FEC's, restaurants, taverns, bowling centers, fast food eateries and other commercial and retail environments.

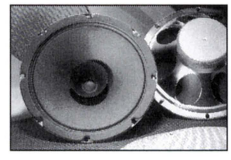
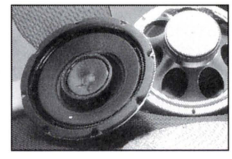
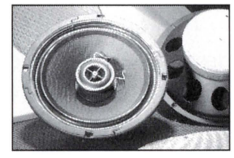


LA East Ceiling Systems Loudspeakers represents a breakthrough in ceiling speaker design. Our Super Dispersion design utilizes suspended ceiling grid technology to its fullest advantage, providing a quality and highly preferred alternative to traditional ceiling speakers.

LA East offers nine models in various power and modular configurations.

Commercial Series Standard Features

- Patented design fits in standard T-bar ceiling grids
- 180 x 360 omni-directional dispersion pattern
- Engineered for background/foreground systems
- Simplified cost-saving installation
- Uniform high-tech modular design
- Nine models to fit any application
- System expansion/retrofit flexibility
- Available in flat white or black finish
- Standard foam baffle or optional metal grille
- Developed for coin-op use by coin-op vendors

LA-100 SERIES	***LA-200 SERIES***	***LA-250 SERIES***
Background Dual Cone Driver	*Back/Foreground Co-Ax Driver*	*High Power Coaxial Driver*
		

For more details, call your local distributor or LA EAST
Distributor Inquires Invited

LA EAST, Inc. 127 Union Street • Hatfield, PA 19440 • (215) 362-2890 • FAX (215) 368-7272

How the JLO works

It is now a year since Isabel assumed the responsibilities as the manager of the JLO (Jukebox License Office). She has attended several trade shows, talking with operators. She noticed that there is still some misunderstanding about JLO's responsibility. She has answered some of the most commonly asked questions. She'll be at the upcoming AMOA show and will be glad to answer any questions you may have.

This past year has been a journey through this vibrant and changing industry, during which time I have come to respect the history, hard work, and the generations of families that characterize jukebox operators.

I have encountered aspects of the JLO's operation, as well as the agreement itself, that are unclear to many operators. I would like to take this opportunity to clarify some of the more common misconceptions and invite all jukebox operators to contact me directly with further questions and comments.

What are you licensing and why?

First of all, it is important to understand that a copyrighted song is a piece of property owned by the copyright owner, who is usually the songwriter and/or the music publisher. The right to authorize the public performance of a copyrighted song is exclusive to the owner or the owner's representatives. This right is granted under the U.S. Copyright Law, Title 17, §106 (4) and enables copyright owners to make a living from the creation of their works and, therefore, encourages them to continue creating. In turn, this makes more and new music available to the public.

What this means to the jukebox operator is that in order to play copyrighted songs on a jukebox, permission must be secured in advance from the owners of the songs or their representatives. In most instances a business person has a few options available. You can, for instance, secure permission directly from each and every copyright owner— a very difficult task. You can also secure permission from the three companies that represent performance rights for copyright owners in the United States, ASCAP, BMI, and SESAC. Each of these performing rights organizations represents different copyright owners.

Thanks to the agreement between the Amusement and Music Operators Association (AMOA) and the performing rights organizations, a jukebox operator can obtain permission to publicly perform all the copyrighted songs represented by ASCAP, BMI, and SESAC on his jukeboxes by going to ONE source. By entering into—and following the terms of—the JLO's Jukebox License Agreement, an operator has the permission to publicly perform (play) virtually every copyrighted song. Jukebox operators are very fortunate that such an efficient license agreement that makes it so easy to comply with copyright law has been made available to their industry.

What are some of the limitations of the JLO's Jukebox License Agreement?

The Jukebox License Agreement is very specific about the type of jukebox that it covers: only "coin-operated phonorecord players," as defined in Title 17 of the U.S. Code on January 1, 1990. The definition of a "coin-operated phonorecord player," as referenced

Isabel Landeo

Isabel Landeo

above, is a machine that A) is used solely for the performance of musical works by means of a phonorecord (including CDs) which is activated by the insertion of coins, tokens, or other monetary equivalents; B) is located in an establishment making no direct or indirect admission charge; C) is accompanied by a list of titles, posted and readily examined by the public; and D) affords a choice of titles for play, and permits the choice to be made by the establishment's patrons. The JLO agreement specifically does not cover video jukeboxes.

To help clarify this aspect of our agreement, some examples of jukeboxes NOT covered by the JLO's agreement are: 1) a jukebox on free-play, 2) one in an establishment charging admission, or 3) a jukebox used also as a vending machine. Likewise, a jukebox that also plays videos, a jukebox that is roped off from the public, or one that is only available to employees would not be covered by the JLO's agreement.

If your jukebox fails to meet the definition of a "coin-operated phonorecord player," performances of copyrighted songs on that jukebox cannot be licensed through the JLO. The necessary permission must be secured through ASCAP, BMI, and SESAC, or directly from the copyright owners. I want to again stress that permission must be obtained to perform copyrighted compositions on a jukebox not licensed by the JLO. This permission must be secured from other sources, namely, the performing rights organizations or the copyright owners themselves.

Other points for clarification

CERTIFICATES—Upon the receipt of the necessary licensing materials, the JLO will issue a yearly certificate for each jukebox reported. This certificate must be affixed to the jukebox in a title strip holder or other visible location to be properly licensed. If you keep your certificates in your office drawer, your boxes are not fully licensed. Please be sure to place them on your boxes in each of your locations. If you do not have your boxes properly licensed you are putting yourself and your locations at risk for potential copyright infringement.

Here's another point I'd like to address: We have heard many operators refer to our certificates as an "ASCAP." I'd like to clarify that our certificates represent the ASCAP, BMI, and SESAC song catalogs; you are getting much more than the right to perform ASCAP songs. The certificates are JLO certificates.

YEARLY FEES—The 1998 First Box Rate ($318) is less than $1 per day for the right to play millions of songs on your jukebox. In addition, if you license two or more boxes, the average cost per box is greatly decreased.

For your further information, the JLO's yearly fees are tied to the consumer price index. The rate structure is outlined on Schedule B of the Jukebox License Agreement, which also prohibits the JLO from issuing half-year or prorated license fees.

WHO GETS THE MONEY?—Last year, over 95 percent of the monies collected by the JLO were distributed to ASCAP, BMI, and SESAC for distribution to their copyright owners, who are songwriters and music publishers. The monies collected by the JLO do not go to the record companies, nor do they go to the recording artists. However, a recording artist may also be a songwriter or music publisher, who in turn, may receive monies collected by the JLO through his affiliation with ASCAP, BMI, or SESAC as a copyright owner.

I have tried to address some common misunderstandings of our Jukebox License Agreement. However, I clearly have not covered every term and condition and strongly suggest licensed operators review their Jukebox License Agreement for a complete license refresher. If you do not have a copy of your fully executed agreement in your files, feel free to call the JLO for another copy.

There are many other issues concerning the industry and the JLO that I have not addressed due to time and space limitations. Again I encourage all operators to feel free to call the JLO at (800)955-5853. Your call is always welcome.

The Jukebox License Office's goal is to help jukebox operators easily meet their legal responsibilities while at the same time protecting the rights of the copyright owners represented by ASCAP, BMI, and SESAC. Jukebox operators and music licensors need and rely on each other. Therefore, we should make every attempt to understand one another. I hope I have helped you better understand the JLO.

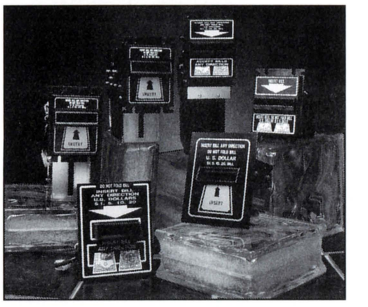
I look forward to seeing you at the AMOA Expo in Nashville, Tenn., Sept. 17-19. Look for us at the JLO Booth, Number 627. ▲

THE ORIGINAL HSV 300 GOLD SERIES

FEATURES:

- Simple One-Piece Unit
- Simple Installation
- Accepts Bills In Any Direction
- Prompt Service
- Anti Pull-Back Cheat Device
- Available in 110AC or 12VDC
- Troubleshooting Is Easy

All our units are marked by the **"LEISURE SEAL OF EXCELLENCE"** including our **1-YEAR WARRANTY** on parts!

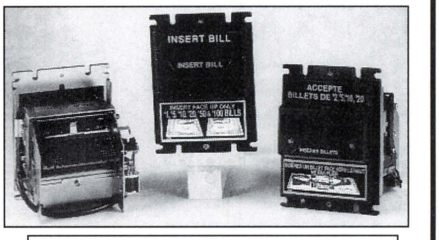


AUTHORIZED JCM DISTRIBUTOR and SERVICE CENTER

JCM

High Security Bill Validators

DBV-45/145 PB2 Series
DBV V-45/145 SU Series



FEATURES:

- 4 Way Acceptance of the Note
- Makes Over 8000 Checks Before Accepting
- Multiple Stacking Configurations
- Ultra-Compact Design
- Multiple Sensing Technology
- Anti-Pullback Cheat Device
- Switch Selectable Denominations
- Socketed Software Chip
- Easy Access to the Bill Path
- Choice of Interfaces including RS/232
- Highest Acceptance Rate of Good Bills

STACKERS:

- Stack Up - 400/600/1000
- Stack Down - 400/600/1000
- Stack Back - 400/1000

Optional Lockable/Removable Stackers Available
Optional Stacker Electronic Locks

JOKER MASTER 1998 SPECIAL EDITION

ALL NEW!!

NEW BIG PROGRESSIVE JOKER BONUS
JOKER RE-SPIN • 2 FRUIT BONUSES
HOLD PAIR • SKILL STOP KEY
JOKER IN DOUBLE UP • JINGLE BELL MUSIC
GAME REEL CONTINUANCE SPINNING
COIN OUT RATE 1 OR 10

MODEL CD1000X

"Simply the best phone card vending machine on the market today..." Your key to more profits!!

- **Simple to operate**
- **Promotes card sales**
- **User-friendly**
- **Computer operated**
- **Modular design**
- **Reliable vending**
- **Secure**
- **Compact**

LEISURE ENTERTAINMENT, LTD.

25 Hutcheson Place • Lynbrook, New York 11563

(516) 593-5050 • TOLL FREE 1-800-645-2162 • Fax: 516-593-5896

STATE
ASSOCIATION MEETING

OCMA: How a state show should be

From left: Don Wessels of Coin Systems, John and Larry Van Brackel of A. Van Brackel & Sons, and Lowell Wessels and Frank Rozanek of Coin Systems.

From left: JVL's Mort Ansky, AMOA president Don Hesch, Gem Amusements' Jim Hayes, Rowe's Joel Friedman, and Shaffer Distributing's Steve Shaffer.

From left: Rowe's Joel Friedman, Lazer-Tron's Gavin Fay, Midway's Vince Moreno, and NSM's John Tracy.

From left: Hamilton's Dennis Sorge, Welch Amusement Co.'s Kenny (or was that Terry!!) Price, past AMOA president Jerry Derrick, Atlas' Randy Cesco, and Linda Price.

The Ohio Coin Machine Association (OCMA) packed a lot into just two days at its 24th annual convention and trade show held in Columbus in mid-August. It boasted one of the largest turn-outs of any recent state show, registering 56 of its 84 operating company members. It started with the annual OCMA/Ed Shaffer Golf Tournament, which included 29 players. Then it was down to business with a vengeance.

A two-hour management seminar turned into roughly three hours, and no one minded a bit. The first topic focused on tip tics (pull-tabs to most of us) in a session called "Tip Tics and Ohio Law." A court decision allowing the tip tics for charitable organizations holding a 501C-3 permit has apparently fallen short in regulating them. Tom Hooper, deputy director of the Ohio Department of Public Safety, pulled no punches when he told Ohio operators during the seminar that the department wants to close loopholes. Of course, it was clear how the department feels about tip tics when Hooper called them "schemes of chance" and "rip-offs."

The Department of Public Safety's in-house attorney Bill Kaczmarek was even more to the point when he said, "They are allowing something illegal with the blessing of 501C-3. But then others try to find the loopholes."

Executive director Paul Corey explained that there is a concern about charitable groups going into bars selling tip tics because it's hurting operators, and it's not all on the up and up. The tip tics are taking a share of entertainment money that would be used in other types of equipment. Corey added that the association is polling members to find out if they want OCMA to campaign to have the legislature amend the law to outlaw the tip tics completely or if they would rather see OCMA work with the attorney general to set up licensing and regulations so operators could participate.

Dwight Wrangham of Dakota Gaming Supply in North Dakota addressed the group about his own experience in a session titled "Tip Tics: A Profit Center for Operators." He began, "The history of pull-tabs in North Dakota goes back to the '60s when they were outlawed completely. Then they were allowed in private clubs. Then some liquor establishments claimed they should be able to sell them too, and the court agreed. Rules were written.You need them to keep it on the up and up. As street operators, it wasn't affecting us a whole lot except for having to move some equipment now and then. But when they allowed machines to sell the tickets, then we got involved."

Wrangham continued, "Once that law was passed allowing pull-tab machines, operators felt they had missed the boat." Wrangham began with a few machines and soon his business grew. "My success is due to my experience with machines," he said. His message to Ohio operators: "If you want to be involved in tip tics, be prepared and understand it. It's a changing world and you have to be ready to change with it, no matter what that may mean."

Next up was Richard Ditton, vice president of Incredible Technologies, makers of the popular *Golden 3D Golf* game. Ditton began his session "Technology: Downloading Video Games" by explaining that his background is in engineering and addressed the concept from that point of view. "No one will be downloading video games for a long time," he said, adding that in order to successfully download games you need a fast way of doing it, and there is nothing practical right now. "On POT (plain old telephone) lines it would take over 20 hours to download a game. It would be faster and cheaper to ship a board by Federal Express!" he added.

Ditton explained some other methods that could one day be used to download video games: ISDN lines—there was a big push several years ago, but it's still too expensive and would take five hours to download. Cable modems—it would take two hours to download a video game, but these aren't feasible yet. ADSL—the most exciting format that

would only take 30 minutes to download, but not feasible yet at over $1,000 per month. Satellite transmission–the fastest at only one minute; maybe someday. And cell phone technology–cost prohibitive.

Ditton concluded, "The technology is there, but downloading video games is not a viable option because there are no standards. There are band width problems, and it would take too long. You could possibly download things like new characters and new plays on an existing game." When asked if Incredible Technologies was working on doing that, Ditton smiled and replied: "No comment."

John Margold of TouchTunes Digital Jukebox took the podium for a continuation of the technology session, this one on dowloading music, to explain how technology affects the music industry. On the same POT line Ditton mentioned, it only takes 20 minutes to download a new song. Margold, whose company has now begun shipping the first digitally downloaded jukebox, picked up the OCMA program book and pointed at the slogan on the front cover which said, "The future is now," to emphasize his conviction that digitally downloaded music also is the future right now. He added that the unit comes with 750 songs (you don't have to download them all at once!). And the company has made some exceptional deals with MCI and local telephone exchanges. "In the music industry there are some standards that make it much easier to work with the record companies. They are extremely concerned about quality, and once we explain those standards, they know what we are talking about."

Joel Friedman of Rowe International, also speaking on downloading music, told the audience, "I believe in downloading music. I believed in it 10 years ago when I first saw it. But in the long run the only thing that is important is the cash box. Operators have told me that if we could put music on a pancake and make money they wouldn't care. The key to technology is not to spend your money at the wrong time."

Is Rowe working on a digital jukebox? "Rowe is working on what makes economic sense," Friedman answered. "If operators hadn't seen the economic sense in CDs, they wouldn't have bought them. They'll buy whatever makes economic sense. I believe in the concept of digitally downloaded music, but I don't believe in the timing," he summed up.

The Amusement and Music Operators' Association (AMOA) president Don Hesch addressed OCMA members at this session and also at the morning breakfast membership meeting. He began with the recent announcement that AMOA was severing its 13-year association with its management group Smith, Bucklin. "It's time to make a change," informed Hesch. He then continued with several important issues including one garnering more than its fair share of attention since the recent rash of incidents involving children in murder sprees: the parental advisory program. "This is one of the most important issues we are facing today," he emphasized. He reminded operators of the close call in Florida that would have effectively devastated operators in that state and noted that in Germany no one under 18 is even allowed inside of an arcade. "These are things you should remember because if we don't take this issue seriously, it could be bad for operators," Hesch warned.

Since Hesch just recently stepped down from a term as president of the National Automatic Merchandising Association (NAMA) president, he told operators seeking to get into the vending business, "With amusement games you're selling time. With vending you're selling a product which brings along with it accountability. You wear two very different hats when you operate amusement games and vending."

OCMA must have set state association history by not only inviting both the Democratic and the Republican gubernatorial candidates as guest speakers, but also having them both show up! Republican Bob Taft, current Secretary of State, said, "Ohio has more things by accident than other states have on purpose. But although we are blessed with what we have, I believe we are going to be challenged like never before."

Touching a nerve with operators, most of whom run small businesses, he added, "Small business is big business in Ohio." Taft said that he's looking for reform for small businesses which he estimated spend over $35,000 per year in paperwork just complying with the laws. "Our future has to be helping small businesses," Taft said.

Democratic candidate Lee Fisher explained that his family including parents, in-laws, even his wife, are small business owners, therefore he has a special awareness of their unique problems. He noted that he was responsible for a bill to reduce the paperwork required by small business owners. He also focused on other issues like taxes, estate tax changes, worker's compensation, health care, education, and gambling. "I'll be someone you can talk to," he assured operators.

Although the seminar program and speakers would have made the trip to Columbus worthwhile, there was still the exhibit floor with product from nearly two dozen exhibitors. Distributors Atlas, Shaffer, Cleveland Coin, and Stebelton Music showed some new and some old favorite video games mentioned here along with some candid comments from operators: Sega's *Daytona 2* ("I just don't see how it can do as well as the original, which was the best game I've had"); P&P's *Sharpshooter* ("I did so well with *Police Trainer*, I have high hopes for this one"); Konami's *Fisherman's Bait* ("I have heard some good comments from other operators"); Incredible Technologies' *Golden Tee 98* ("Do you even have to ask how much I love it?"); Atari's *Radikal Bikers* ("This will be a wait and see, but at least I'm looking"); Sega's *Dynamite Cop*; and Midway's *Hyperdrive*. World Wide Video from San Diego, Calif., exhibited *Zero Gunner* ("I've bought the last few games from World Wide, and I can truthfully say I haven't lost any money on them; that's enough for me to try more."). There was even a *Pac-Man* game touting a "Classic" header ("People still like that game along with other classics").

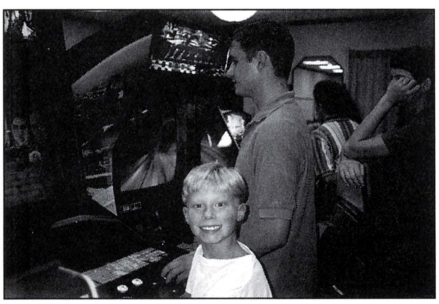
Operators had a rare chance to compare all four brands of the mega-popular countertop games. "I am not exaggerating when I tell you that countertops have been my salvation," one operator confessed. Others agreed, adding that they are glad to see a choice of such quality games. One explained that it makes it easier to rotate machines. "I can move several different ones around, and the location thinks it has a brand-new machine."

Shown were *Concorde 2* by JVL ("They had some problems, but I've heard that's all in the past. I really like the game"); Midway's *TouchMaster* ("You can't go wrong with a game from this company"); Merit's *Mega-Touch* ("It was first and is still the best"); and Micro's *Global HD*. Most of the countertops also come with a base

for locations with no counter space.

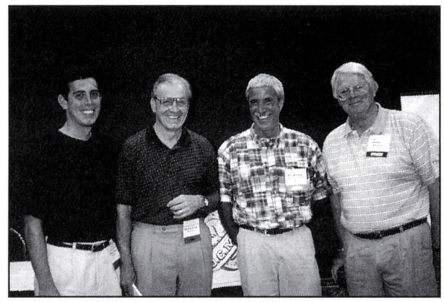
Also shown for the first time as a completed unit was Rock-Ola's *Intrigue 8000*. Operators cited Rowe's *Starlight* as one of its best yet. TouchTunes displayed its digitally downloaded jukebox which started shipping just before the show. Operators also saw jukeboxes from NSM and Wurlitzer. Pinballs included *Lost in Space* and *No Good Golfers.*

In addition to music and games, Premier Data, Coin ConneXion, and Silent Partner showed their computer software programs; WRG Services explained to attendees the value of ATM machines; and Play-By-Play and Cleveland Coin's wholesale toy division showed the latest in merchandise. Cleveland Coin said that South Park items, Small Soldiers, chihuahuas, and NASCAR merchandise are hot right now. Harvey's Music and ATM, popular one-stops for music; Pioneer Service (JB Dunn cigars); and Electronic Supply Co., for parts and supplies, were also exhibitors. Dwight Wrangham, who discussed tip tics with operators, had one of his machines on display. ▲



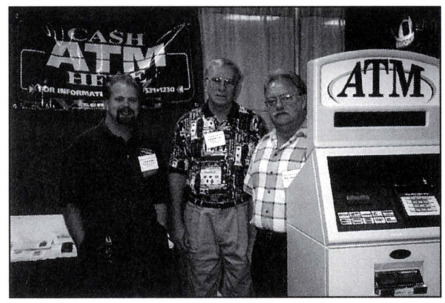
This is Zack Gietl, son of Premier Data's Al Gietl playing Sega's *Dynamite Cop* with Jason Ott as Marcy Swingle looks on.

OCMA executive director Paul Corey with his daughter Jan and grandsons Matthew Corey Hawk and Mark Andrew Hawk.

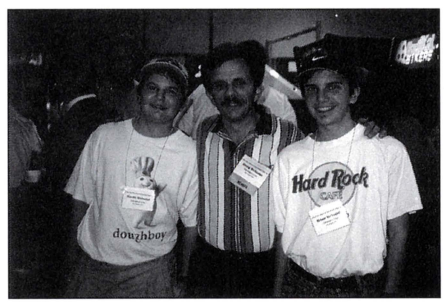


From left: David George Jr. and David George Sr. of Bell Music Co., Bill Beckham of Red Baron of Ohio, and AMOA president Don Hesch.

JVL's Mort Ansky (r) chats with Cleveland Coin's Ron Gold over the *Concorde 2* countertop.



Past AMOA president Jerry Derrick visits with Jason Kuhn (l) and Mike Stevenson at the WRG Services booth.



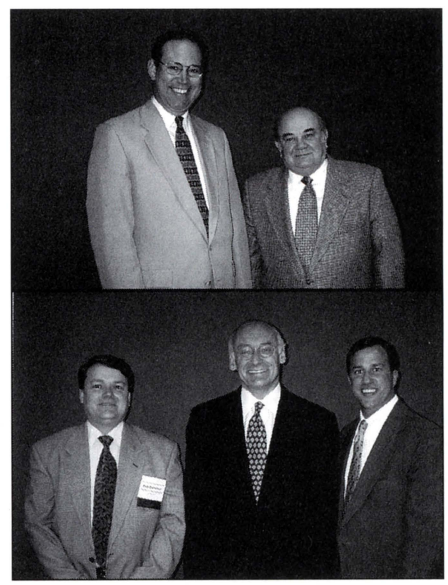
Doug Schudel shows off his boys Kevin and Brian.

OCMA executive vice president David Corey (r) presents one of the many door prizes to Bob Evans (no, not THAT Bob Evans), and Frank Callahan (c) of Game Plan.

Don (l) and Robin Rizek visit with Premier Data's Al Gietl.

Gem Amusements' Jim Hayes points out something in OCMA's program to *Play Meter's* Valerie Cognevich.

TouchTunes' Jim Kelly (l) and Tom Haynes with the company's digitally downloaded jukebox.



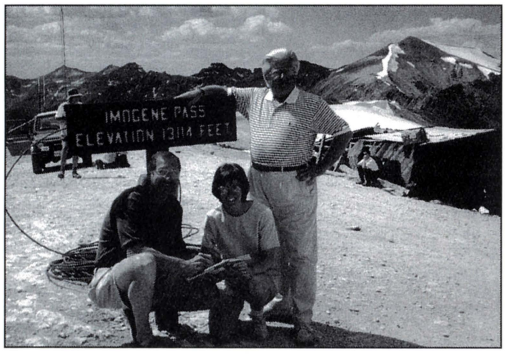
OCMA invited both the Democratic and the Republican guberanotorial candidates to address Ohio operators. TOP: Republican candidate Bob Taft (l) with Ohio operator Harold Laughlin. BOTTOM: Democratic candidate Lee Fisher flanked by OCMA president Rodney Stebelton (l) and OCMA executive vice president David Corey.

CAROL SJOLANDER

ASSOCIATION **MEETING**

IAFEC experiences its own "Rocky Mountain High"

At the top of Imogene Pass, (l-r): Ed Pearson, Harold Skripsky, Carole Sjolander, Frank Seninsky, Phil DeAngelo, Ron Stilwell, and Cindy Strachan.



At the ceremonial signing of the new agreement between IAFEC and Reed, (l-r): Harold Skripsky, Cindy Strachan, and Phil DeAngelo.

"We have really focused on bringing members information, ideas, and programs that can help them operate more efficiently and profitably."

When IAFEC was planning its annual board meeting, president Harold Skripsky suggested they meet at his place where they could all brainstorm and relax. It was a rousing success with business and fun completed.

The International Association of Family Entertainment Centers' board of directors set a record for altitude at its July 14-15 board meeting hosted by president Harold Skripsky at his Telluride, Colo., home.

I think it was the best board meeting since I came on board as executive director. We had very productive meetings, but we also found time for exploring the area. Only a few members braved the four-wheeler trip to the summit of Imogene Pass (altitude 13,114 feet) because they could find no graceful way out! However, they all agreed that it was an exciting and rewarding trip.

The rewarding part of that trip was a ceremonial signing of a new Fun Expo sponsorship agreement with Reed Exhibition Companies, owners of Fun Expo, that took place at the pass. "This new agreement has both altitude and attitude," quipped Skripsky, "so it was appropriate to sign it at this top-of-the-world location."

After celebrating the signing of the new Fun Expo agreement, the remainder of the meeting focused on membership development, membership services, and a review and update of the Strategic Plan adopted a year ago.

Charlie Smith of Bullock Smith & Partners of Knoxville, Tenn., was appointed to a director's position to fill the unexpired term of I.C.E.'s Ralph Copolla, who recently resigned as a supplier member on the board.

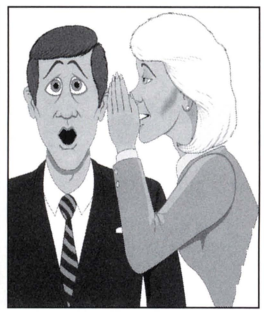
Because of the hard work of several IAFEC committees, the association expects to publish several new manuals before this year's Fun Expo which will be held in Orlando, Fla., Oct. 14-17. These manuals will include one on Operations from the Operations Council chaired by Dave Schwartz of FunMania in Old Bridge, N.J.; one on Marketing from the Sales and Marketing Council chaired by Brian Murtha of Magic Mountain in Columbus, Ohio; and one on the Cleaning and Maintenance of Soft Contained Play Units by a group of experts led by Jeff Kagan of Little Tikes in Wayne, N.J. Also planned is a Developer's Manual primarily written by new director Charlie Smith.

"Our theme for this year is 'Back to Basics for Top and Bottom Line Impact' and we have really focused on bringing members information, ideas, and programs that can help them operate more efficiently and profitably," said Skripsky.

The manuals published earlier on Games and Redemption, Birthday Parties, and Marketing Your FECs have been "best sellers" so we know that members are looking for this kind of how-to information .

Attending the meeting along with Harold and me included vice president Phil DeAngelo of Lenape Park in Mays Landing, N.J.; immediate past president Ed Pearson of Sports Plus in Denver, Colo.; director Ron Stilwell of Peter Piper Gamewerx in Phoenix, Ariz.; Frank Seninsky of Alpha Omega Amusements in East Brunswick, N.J.; new to the board Cindy Strachan, industry vice president and Fun Expo show manager from Reed Exhibition Companies in Norwalk, Conn.; and treasurer Cliff Hays of Evans & Sutherland in Salt Lake City, Utah. Directors Lorien Henry and Dave Schwartz were unable to attend. ▲

OFF THE **RECORD**



Q: Are you going to AMOA and what do you hope to accomplish there?

We talk to operators on a daily basis, whether we contact them for insight or they call us to inquire about their subscription, get a phone number, ask about certain games, etc. They willingly tell us what they think about a lot of things, but are hesitant about having their thoughts and opinions published with their names attached. OK, we said, tell us what you think and we'll print your opinions without using your name. After all, we think operators out there in the trenches have a lot to say.

A: A DUTY OR A WASTE OF TIME

I hate to be a pessimist, but if I told you what I really think that's what you would call me. Yes, I will be going to AMOA because I've always gone to AMOA. I see people there that I can talk to and get some insights into our industry. I look forward to that. I've been a long-time believer that there is more at a trade show than equipment, but I always assumed that there would be good, new equipment. I make it a point to go to some seminars if there are subjects that interest me. I'm just not quite as excited as I have been in the past. It seems to me that going to trade shows is becoming more of a chore or duty than something I look forward to. Is that wrong? I guess as long as I still feel it's a duty I'll go. The only way I'd stay home is if I started thinking it was a waste of time. Call me after the show and I'll tell you if that day has come. ▲

A: I'LL BE THERE

When you ask me about AMOA, I have to stop and evaluate my reasons for making a decision about whether to go or not. I turn ideas over in my head: Should I go and spend the money I could use for something I need in my business, or should I just forget it and read about it in the magazines afterwards? I have to tell you that I like the show coverage in *Play Meter*. It lists the new games there and that's what I'd be going for anyway. I know even when I go to the show, *Play Meter* seems to have games that I didn't even see. But it's hard for me to stay home because I have that sinking feeling that I'm missing something. So, as you can see, I'm torn. I've been going to the IAAPA show—this year will be my third one—and I am so overwhelmed at how big it is. There is a lot of stuff that doesn't really pertain to my business, but I can't help but think that I've got a certain edge just by knowing what's out there. It's not just the AMOA show that has me wondering if it's useful anymore, it's the association in general. I have called there and gotten the runaround. In fact, once they told me to call you! Is that any way to run an association? ▲

A: NOT GOING

I am not going to AMOA or any other show this year. There's no reason for me to go. I'm a small operator watching my dollars, and I don't want to watch them go into the pockets of the AMOA. ▲

A: PC GAMES ARE MY QUEST

I have been hearing about how we (operators) are going to be the beneficiaries of a wealth of new games coming right at us via the home market. At least that's what I thought was going to happen. And, oh yes, they were supposed to be inexpensive, especially compared to what we have now. I was reading in your magazine about this but somehow it seems that I was still lost. Sometimes when someone writes about the same thing on a regular basis they lose some of us who still have not fully grasped the basics. Anyway, I'm going to the AMOA with the express purpose of finding out what games are out there and how I'm going to benefit from this new technology, or at least this new concept of how we get games. I think it goes without saying that I'll be looking at everything else, but sad to say I am pretty sure what I'll see in that area. ▲

JOHN OSBORNE

Haunted House: a really scary pin

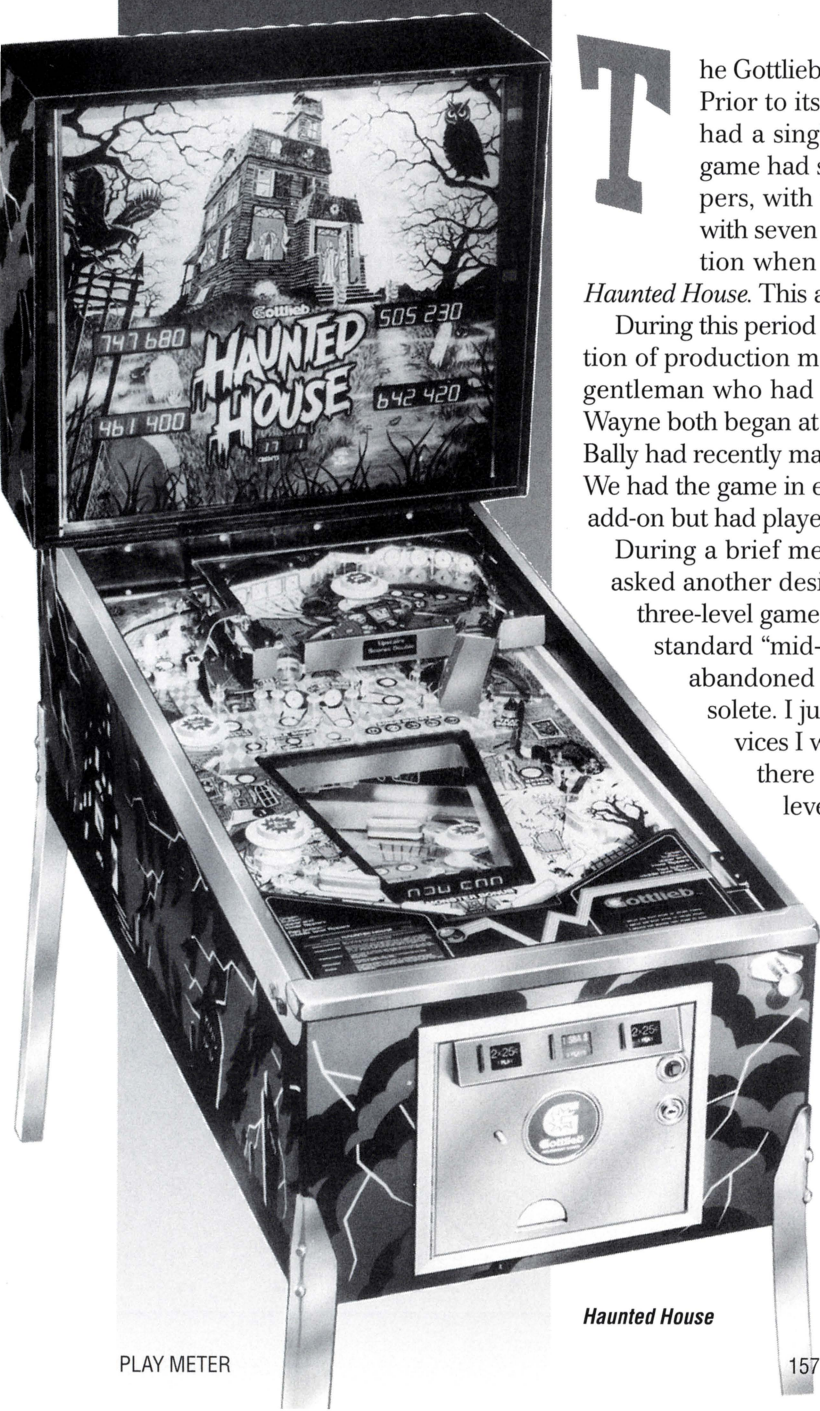
John Osborne was an engineer at D. Gottlieb & Co. from 1972 to 1984. He was present during the last vintage years of the old management and participated in the changeover to solid-state from electromechanical. He also witnessed the slow, sad decline of the industry's leading company that once seemed eternal. He has been involved in pinball most of his life and has written several articles on technical and historical aspects of pinball. This article reveals some of the inner workings of D. Gottlieb & Co. during the design of a classic game.

The Gottlieb game *Haunted House* is in several aspects a landmark game. Prior to its introduction in the early '80s, no other production game had a single ball travel over three parallel playfields; and no other game had so many flippers. *Haunted House* was graced with eight flippers, with the runner-up for flipper count being *Keeney's Cover Girl* with seven flippers, off the market since 1947. Until just before production when new programming was put in, I was the sole designer of *Haunted House*. This article is the story of how it came to be.

During this period of the early '80s, Gil Pollock had recently assumed the position of production manager from the retiring Bob Smith. Bob was a wonderful gentleman who had been the chief engineer before Wayne Neyens (Bob and Wayne both began at Gottlieb in 1939, just weeks apart). At about this same time Bally had recently made a game wherein the ball rolled through an elevated tube. We had the game in engineering and had decided that the tube was a last-minute add-on but had player appeal.

During a brief meeting in the office next to mine, the production manager asked another designer to design a two-level game and asked me to design a three-level game. I could do it any way I wanted, but it should fit in the now-standard "mid-size" cabinet. The wide-body cabinet had been mercifully abandoned and the narrow "standard" cabinet had swiftly become obsolete. I jumped at the chance: I had accumulated a small trove of devices I was anxious to use and here was a grand challenge. As usual, there was neither deadline nor yet a name. Incidentally, the two-level game became *Black Hole*.

Certain things fell into place right away, such as the idea of one playfield being above and one below the main playfield, the latter viewed through a window. The top level covering the upper one-third of the playfield meant that the top arch would be hidden and the ball would briefly leave the player's view every time it was shot. I was also determined to have only one ball in the game so the same ball would travel all three levels. Sometime before, I had made a game with a lower level fastened onto the underside of the playfield and viewed through a window. It had its own ball, kicked into play when the main ball was captive in a hole. We called this little playfield "the brownie pan." The effect was rather tepid and the game was never made. This time I would use a larger field with more features, and to aid viewing slope it in reverse. This was one of the keys to its success. The reverse slope did



Haunted House

indeed aid viewing and was a pleasant surprise, one easily accommodated by the player.

It did mean, however, that the bottom power supply board had to be moved to the rear of the cabinet. In solid-state games the bottom electronics board is quite small, located in the center of the cabinet. It seemed simple enough to move it to the rear, but it meant a change in cabinet tooling and resulted in inconvenient serviceability.

Unfortunately, the reverse slope meant that the lower level outhole was quite far from the main level, and the problem of how to raise the ball needed a solution. The ball had to move quickly, so the idea of a motorized lift was out. I tried several ideas and settled on a kicker using a knocker assembly with a pop bumper coil, and this did quite well. I dubbed it the upkicker, but it was quickly nicknamed "upchucker." Little did I know the trouble this device would later cause!

Since the one ball could traverse all three levels, I thought it would add interest to have at least one place where the ball would skip the main level, so the upper level gained its passage directly to the lower level. I hoped this would afford yet another surprise for the player. The quest for surprises led me to use a vintage device I had for years: the trap door. A device such as this has the greatest impact if it is not used too often, so I concealed it in a turnabout shot under the ramp to the upper level. I wanted the door to open just as the ball was there, but not every time, which meant the ball's presence had to be sensed. The size of the trap door ruled out a rollover, so I used another vintage device, the rollunder; this could be placed more or less over the trap door and would be wide enough to respond to the ball no matter where it was rolling in the turnabout.

To avoid the solid "brick wall" aspect presented by the front edge of the upper level, I broke it up by placing a recessed kick target and a group of three spot targets. For that center target I used a device I had waited years to use: the rolldown target (see fig. 1). It was elegantly simple. The ball merely pushes its face back and rolls over it. However, I never had a chance to use it without something useful behind or under the target to receive the ball. With a solid shot, the action is so fast that the ball literally vanishes before the player, then suddenly appears on the lower level. Of all the new features on this game, the rolldown target most elicits the delight and amazement so desired of new games.

For a brief and only period in its history, the Gottlieb company was concerned about protecting its new inventions, and to that end I was asked to apply for a patent on the rolldown target. The patent would be in my name, but the rights assignable to Gottlieb, as is customary. My first write-up came back from the patent attorney studded with patent interferences, which are previous claims that bar new patents. Some of the most basic ideas were covered, all in the 1930s: the concept of a ball rolling under the playfield, the idea of a ball rolling on a surface beneath the playfield, the idea of a ball pushing against a target!

Interferences must be answered with counterclaims carefully written to satisfy a patent judge that the new claim is truly novel and deserving of patent protection. Since it was my invention, the responsibility was entirely mine. I enjoyed the rhetorical sparring back and forth with the patent people. My reasoning prevailed and my patent was finally granted, although my reward lay solely in personal satisfaction.

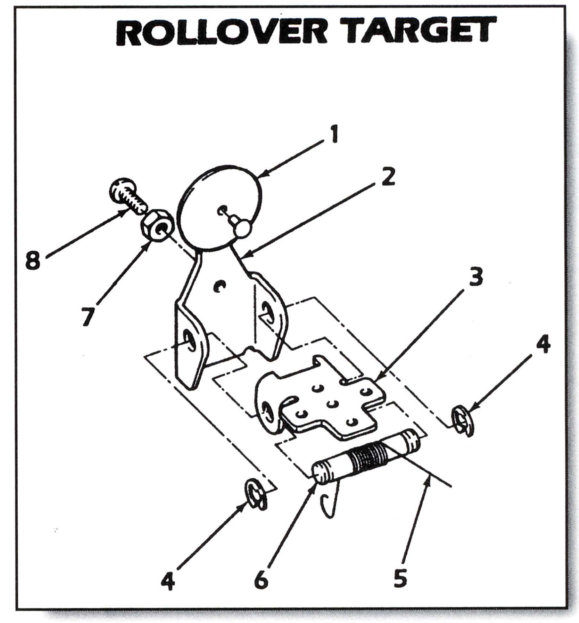
The viewing window in the main level was a problem; the larger it is, the fewer features would fit on the playfield. The size was a compromise with mixed results. The seemingly random placement of pop bumpers turned out well, but a window of any practical size meant that kicking rubbers could not be used. The solenoids of kicking rubbers are located well outward from the rubber line, which here would be on the window.

I thought about reworking the kickers but reconsidered as I foresaw the burgeoning new tooling already anticipated for this game. In place of kicking rubbers went the extra flippers. The second set is placed as it is because I detested the trap inherent in the usual "double-flipper" arrangement (i.e. the ball slipping behind the upper flipper when both flippers are on.) I always thought this an unfair burden on the player, and I avoided the format. The bonus hats were originally located around the upper portion of the window, but a display unit was added in later changes (more about that later).

Among my hoard of ancient parts at Gottlieb were some light-up posts. These looked like the regular, rounded posts above the playfield, but below they were hollow and flared to a flange which was screwed to the playfield. The whole rather resembled a baby-bottle nipple. I used these at the place where the ball decided onto which level to proceed after being shot. The posts were intended to light up that small dark area, but I had little expectation that they would survive into production. Surprisingly, management liked the lighted posts. Even more surprisingly, new tooling was made for posts having a more modern look (the original tooling for the "nipple post" was probably long gone)

The first versions of all games were hand-built by the designer, and this

Fig. 1



game presented some serious challenges. Even with the basics worked out, I needed things that simply didn't exist, nor could be easily fashioned. To get the ball from the rolldown target to the lower level I needed a flexible tube to direct the ball. I settled for galvanized plumbing pipes! The elbows could be positioned to any angle, then black-taped to remain in place, the whole held fast with pipe straps. Pipe was also used for the upkicker from lower to main level. Hand-fabricated sheet metal guides went from the trap door and from the upper level to the lower level. The completed game was a remarkable hodgepodge. Nonetheless, it worked.

The ramp from the main to upper level posed a problem. Since it was to be set at a horizontal angle to the edge of the upper playfield, an angular transition was required. To simplify the tool-maker's task, I made a full-size model out of cardboard. In this I could verify the angles and bends that would make the ramp fit correctly between the two levels. The tool-maker or draftsman would have only to trace my pattern and derive from it the required dimensions.

The metal sample I made from the paper pattern fit perfectly, but when production tooling was made, the ramp was made with no offset. Instead it had an angled extension at the top—cheaper and rather inelegant, but redeemed by the distinctive holes added to the sides.

In building that hand sample game, I veered from proper construction practice for expediency and convenience. To make everything fit, I moved the position of the top arch rail and a few other inviolable constants. No one knew this until the game was accepted and a second version was laid out for tooling purposes (the engineering sample). The layout chaps were none too pleased when they found that none of their standard layout tools would fit. After being roundly chastised never to do that again, I aided them in re-laying out the board to proper gauge.

As for the name of the game, unless a theme suggests itself as it did in *Blue Note,* or management wanted a particular motif, I rarely designed with a name in mind. Prior to building this game I had made another one utilizing the gang hole kicker, a vintage feature not seen since the 1960s in *Sing Along.* I had a new one made in the shop, this one with an extra opening so four kickers could be used. I arranged five holes in a mild slope at the top of the field, the last being a normal kick hole aimed downfield. It was a very good game, so good that it had been assigned a name, *Haunted House.* By some caprice of management that game was abandoned and the name attached to my three-level game. The decision to use the name at all stemmed from preliminary artwork already completed.

The game program itself was rather simple. I have always believed that the complexity of the game and that of the playfield should be inversely related: a complex playfield requires a game that's easy to understand, while a simple playfield can contain a very complicated play. Typical of the latter would be a bingo game, while *Haunted House* certainly fits the former.

Gottlieb's approach to this matter was that players should be able to figure out what they have to do on the second or third playing. A game too hard to understand will be perceived by the player as being too hard to beat, and he will not play it again. The program I wrote had a nice interplay from one level to the other, and was at first very well received by management.

And now emerged the results of a new design philosophy. Management was temporarily under the delusion that the best games are the result of one person's design but another person's programming. A good deal of that programming was done by an engineer originally hired to assist with the transition to solid-state. He was Allen Edwall, an electronics expert who cherished complexity and was given the *Haunted House* game to reprogram. What emerged was a game that I never did fully understand: I felt the charm had gone. Other games similarly handled during this period had instruction cards of increasingly finer print, and in some cases separate instruction sheets for the operators were included in the games.

In retrospect it seems clear that in what should be a light and cheerful pastime, such opacity contributed to its decline. At the time video games were proving themselves as the ultimate game type which would at last displace pinball. Videos then were where pinball had been just a few years before: easy to figure out and the tasks obvious upon the first playing.

When the artwork finally came in, I thought a wonderful job had been done by Rich Tracy, our house artist. Apart from the programming, the two changes I regretted were the addition of the display in the window for bonus, and the covering of some of the passages on the main level. I used little features like that so the player could see the ball whip round and come out. I felt that concealing the ball from view so close to the flippers created not surprise, but unwelcome tension.

The final game was a marvelous package. Reports came in of very high

SPECIAL NOTICE!

Purchase your used equipment from:

New Orleans Novelty Co.

- In business for over 60 years
- International reputation for selling the finest used videos, flippers & amusement games available anywhere.
- Each and every game beautifully refinished like new.
- Get on our mailing list for our latest price bulletins or call Celie or Mark for latest prices.

3030 No. Arnoult Road
Metairie, LA 70002

(504) 888-3500
FAX: (504) 888-3506

earnings from players who couldn't get enough of all the new gimmicks. It wasn't long, however, before other reports filtered in about how hard the game was to service, how the lower playfield had to be completely removed to even see, let alone service the power supply. A serious complaint centered about the upkicker from the lower level. It was often not strong enough to raise the ball up and out. The ball would fall back, and the kicker would try again.

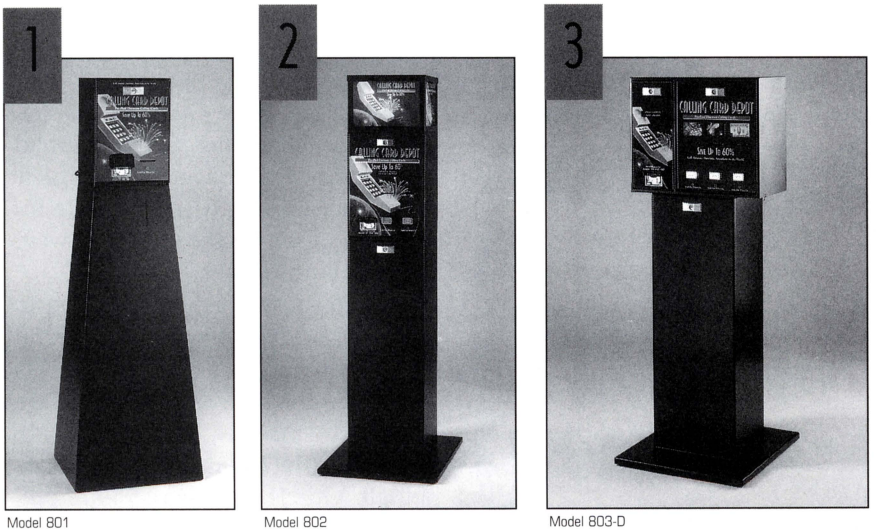
As this repeated, the coil grew hot. As it grew hot its resistance increased, lowering the current passing through it, which then reduced its kicking power more. Very early on we attacked the problem with a new ball switch that ensured the ball was always centered on the kicker, and with the addition of a local relay. Instead of the processor operating the kicker, it now operated a relay whose switch was connected directly to the power supply and to the coil. This removed both the negligible voltage drop from the processor and any losses in the wiring. To pass this kind of current a switch with large tungsten points was used, the same type as was used on bumper and kicking rubber switches of that era. These changes seemed to allay the bulk of the problems, although the feature undoubtedly remained the game's Achilles' heel.

Despite the initial reception by the field, management was probably glad to see the end of production. (According to Mike Pacak's "Pinball Flyer Reference" book, *Haunted House* had a production run of 6,835 machines.) The amount of new tooling for that game was tremendous, and even the simple relocating of the power supply meant new drilling jigs for the cabinet. Whatever firsts this model represented, surely one would be for the profusion of new tooling and new gimmicks within a single game that was not the debut of a new game type.

Haunted House probably cost more to build than was anticipated, and it would be interesting to know whether or not it was ultimately considered profitable. Moreover, the service department was kept busy with phone calls about servicing and understanding this pinball oddity. Management saw profit and interest in this exciting game, but they also saw a heavy, expensive, over-featured freak. We see it today as a one-of-a-kind landmark, plentiful enough to serve a large game-collecting community and novel enough to sustain its interest. Not a bad legacy for any game. ▲

CALLING CARD DEPOT™

PHONE CARD VENDING – AS EASY AS



Model 801 Model 802 Model 803-D

Calling Card Depot™ vends discount long distance calling cards in three state-of-the-art machines that feature rugged, dependable service. A 4-sided marquee top adorns the two column model and a vacuum fluorescent dot-matrix moving sales message sign is available as an option for additional attraction.

These high-styled calling card vendors are made in one-column, two-column and three-column models to hold 200, 400, or 600 cards using tamper-proof and jam-proof Asahi-Seiko card dispensing units. Adding multiple columns to each machine allows more volume at the same price point or the ability to offer different price points for each column. Bill validators with built-in stackers accommodate up to 300 bills. Operations of all Calling Card Depot™ vending units are controlled by a proven Motorola solid-state microcontroller and proven logic to eliminate jackpots and free vends.

Despite the elegant design of the Calling Card Depot™ machines, they are ruggedly built of handcrafted 14 gauge galvannealed steel, rustproofed inside and out to automotive industry standards for years of durable, safe, tamperproof service. Machines come equipped with a tip and theft-prevention auto style alarm system with powerful siren. Calling Card Depot™ units can be placed on countertops, wall-mounted or stand freely on support cabinets or bases.

AGE INC.™

Advanced Games & Engineering, Inc.
1231 NE 8th AVENUE • FORT LAUDERDALE, FL 33304

For more information or to order, call:
1 (800) 797-1666

This article first appeared in GameRoom Magazine, a 68-page monthly magazine targeted at the home coin-op collector marketplace. Publisher Tim Ferrante gave us permission to reprint it. GameRoom covers vintage pinball machines, jukeboxes, arcade video, soda pop, slots, and more. Subscriptions are $30 per year (12 issues). For more information, call (732)739-1955 or fax (732) 739-2834.

SEPTEMBER in *Play Meter's* "What's New" game history

1975

The target gun game *Hunt Club* was presented by Chicago Coin, which boasted that it was the first time in the history of target gun games that they put a colorful glass target area into a five-foot wide picture frame only six inches deep.

1978

Disco Fever was Williams Electronics' pinball answer to the disco craze sweeping the country. The game had the industry's first "banana-shaped" curved flippers and lots of boogie sounds.

1982

Sega/Gremlin was sticking with the popular space theme when it introduced *Zektor*, featuring a kaleidoscope of challenge, color, and talking robots. There were space sounds emanating from cosmic cities where the action took place.

1985

Merit was riding high with its *Trivia Whiz I* and *II* games when it introduced sex trivia chip sets. Of course, the company emphasized that it was all in good taste.

1989

Sega presented *Super Monaco GP*, its first game using the new Power Link capabilities that allowed two or more games to be interfaced so players could compete on the same race, and the new air-drive suspension that whipped players around in response to action on the screen.

Auto Photo debuted its line of Photo Studios with several different photo formats. Auto Photo today offers an expanded line of photo machines, including the popular sticker photos.

1993

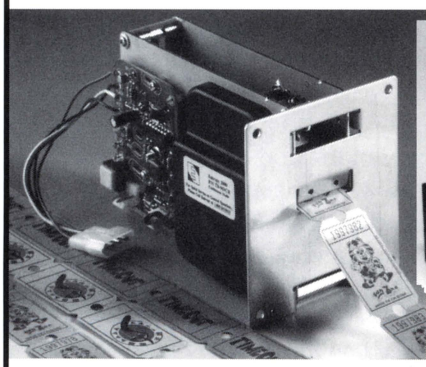
It was a memorable time when SNK introduced its first *Samurai Shodown*. They called it another "mega-shock" video for the Neo-Geo system. The game was so popular that SNK did several more versions, even one called *Samurai '64* for its 64-bit Neo-Geo system introduced in 1998.

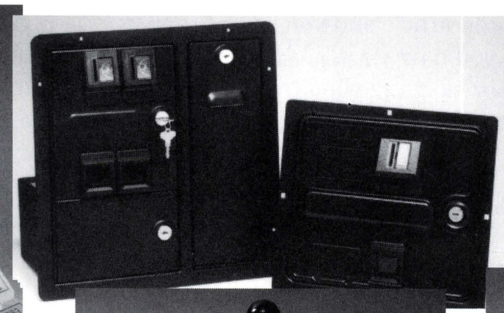
Merit, famous for its countertops, introduced a tavern video system with 30 games in one cabinet called *Pit Boss Superstar 30*. It also came as an upright.

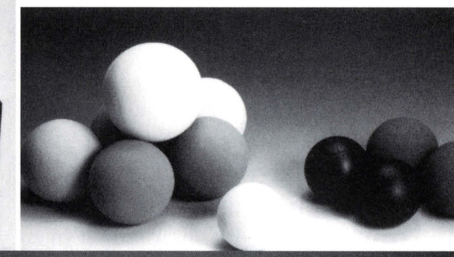
1997

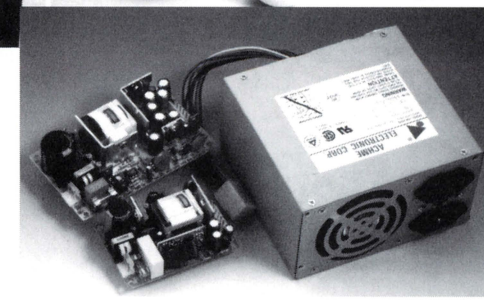
Konami presented *Total Vice*, a two-player upright with five different types of guns, high profile cabinet, and 33-inch mid-resolution monitor. Addressing the concern for violence, Konami included adjustable violence settings.

We Supply Components for the Coin-Op World!







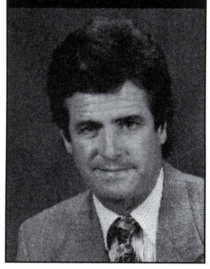


Please visit us at:
www.entropyusa.com

Entropy U.S.A.

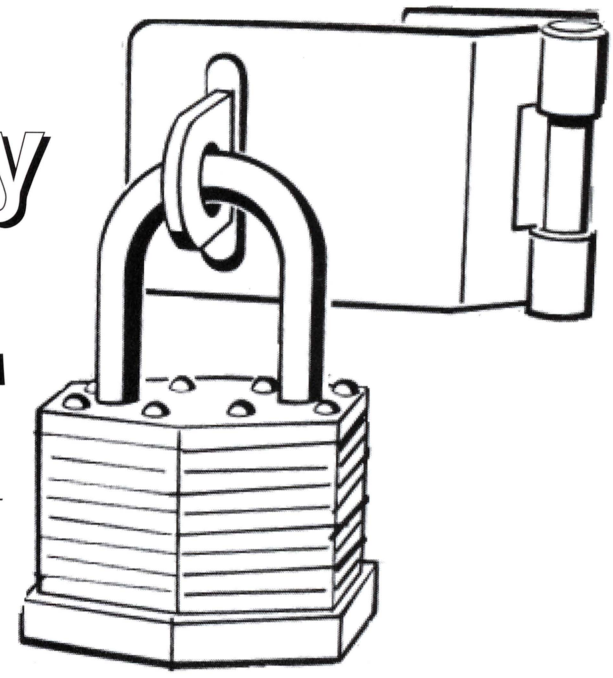
242 W. Devon Ave.
Bensenville, Il • 60106
(Ph) (800) 241-0633
Fax (630) 616-1866
e-mail entropyusa @ sprynet.com

QUARTER NOTES



RICHARD P. HOLLEY

The insecurity OF IT ALL



Cash box woes of a different kind continue to plague operators. Once the cash is in there, how safe is it?

It continues to amaze me that most coin-op amusement games are shipped with no substantial means for securing the cash that is expected to be earned or the very expensive, overpriced PC board that is the heart and brain of every game. By default, many games are shipped these days with $1 bill and/or quarter acceptors, which makes it very clear that these machines were designed to be activated by currency.

As part of the marketing plan to entice operators to purchase equipment, so called collection reports are provided from test locations, many of which show weekly figures in the four-figure range. If you divide the numbers on those reports by four (that's what I do), there would still be a sufficient enough dollar amount that most people would be concerned about leaving it in an insecure container in a public place. I'm talking about the cash box provided with these games.

Mr. Manufacturer, would you leave your wallet in one of your cash boxes in a public place for one week? I highly doubt it. Mind you, this is the same cash box you claim will have $1,000+ in collection revenue at the end of one week! Divide that by four and $250 is still a lot to leave.

By the way, that was the very question I asked a manufacturer when I was critiquing a machine in the R&D stages that I was testing for them. They were very grateful for that question and had never thought of it that way before. The original area designed to hold the cash was a joke and, needless to say, they immediately corrected it and did a great job, I might add.

I would bet that if you are reading this article and you operate games, you have been a victim of either cash or electronic board theft—probably more than once. The total disregard for providing adequate security for cash boxes and electronic circuit boards in amusement equipment (very EXPENSIVE amusement equipment) touted to be capable of earning high income, has opened the door for many after-market products. The argument that operators won't pay an extra $75 to $100 per machine to have the necessary security built in is baloney. They pay at least that much to secure their machines with an assortment of hardware that ends up making the game very unattractive, not to mention the time it takes to make these modifications. Just one break-in (and all it takes is a screwdriver) will convince any operator that it is worth it to pay for what amounts to about two percent on an average game for proper security.

I will say that some manufacturers have taken the initiative in the last few years to keep the public from easily getting into the games. In particular, certain skill cranes and countertop games are well protected. But there is a long way to go with other equipment, and the problem needs to be given a lot more consideration by the manufacturers. When my company receives a new skill crane we simply apply our stickers, fill it with plush, and out the door it goes. Previously, after we received a new crane, we'd spend at least one work day welding, drilling, and attaching hardware just so it would have a fighting chance of not being broken into after being placed on location.

About eight years ago my company was plagued with video game break-ins. After trying every after-market device available at the time, the problem continued. Frustrated and desperate, I set out to come up with a way to prevent unauthorized withdrawals from my cash boxes. I never had any intentions of selling this device and only wanted to take care of my own games. It seems that until the manufacturers recognize and address the problem, it is every man for himself.

"Mr. Manufacturer, would you leave your wallet in one of your cash boxes in a public place for one week?"

The device that I ended up with was very simple but extremely effective. With a little encouragement I decided to market and sell the device which I called the Ultimate Hasp. After four years we established a loyal customer base, and we continue to sell the Ultimate Hasp by word of mouth.

Because of this, relationships were formed, and I have been provided with a lot of feedback from my customers around the country on the subject of cash box security and endless stories of incidents involving board theft. It is very difficult to write about the variety of methods used by crooks that target our machines without divulging some of their trade secrets. The last thing I want to do is provide information to potential or novice criminals. But I will say that you would be amazed at how inventive these criminals can be.

The best advice I can give is not to cut corners when it comes to padlocks. Big is good and high security keyways are a must. Do not ever use a hasp that is designed to protect the padlock. A hasp is supposed to protect the door. Try to expose as little of the padlock's shank as possible because the pros are using a very compact hydraulic device that is pumped by hand and is as powerful as the "jaws of life" machine. I don't want to expound on this for the reason given above, but they are readily available to anyone. Off duty police in a nearby state arrested perpetrators caught breaking into game machines and seized this handy dandy little device.

Protecting the circuit board is another matter and very difficult to accomplish as an afterthought. Popping open the control panel or the back of the game is not a high-tech operation. The control panel will open just from normal game play and it's not unusual for the back door to pop open too. *Want to lay your wallet next to the circuit board for a week, Mr. Manufacturer?*

Organized gangs are the culprits when it comes to circuit boards. It's obvious that the circuit board is worth more than any cash box can hold. But first the crook must have a buyer lined up; they have no value to the average person. Using screws with high-security heads on the back door is a deterrent, but it won't always work. Typically, the thieves first take a careful look at the games they are interested in stealing the boards from, to see what tools are required. Then they return with only exactly what is needed and do the job in a very short time, with or without other customers in the room.

Placing a dummy board in a game prone to theft works, but is not very practical in a large-scale operation. This is done by using an old or broken board from any game and clearly marking the board with a labeling machine (available at any office or computer supply store) with the title of the game. Place the board in the most convenient and easy place for a potential thief, hook a JAMMA harness to it, and run the wires to nowhere. If possible, move the real board to a not-so-visible spot.

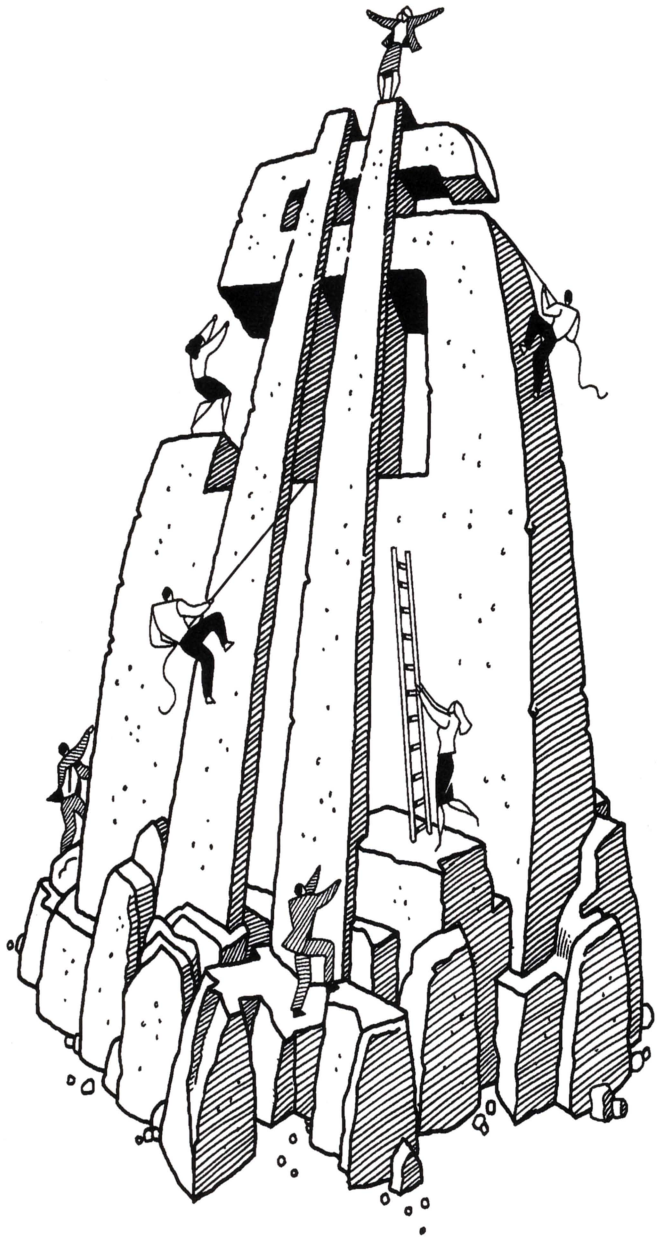
Last summer three youths went into one of my locations and stole what they thought was an *Area 51* board. One was a lookout, another pretended to play the game, and the third and smallest one went behind the game and unplugged it, removed the back door, and pulled out a dummy board that, fortunately, we had placed in that game only the week before. At the right moment the little guy behind the game passed the board to the one "playing it" who promptly put it under his shirt and walked out the door directly behind the lookout who was ready and led the way. All this was caught on video tape in living color by a surveillance camera. The tape was enhanced, pictures and posters made, and a copy given to the police.

The police shared this tape with other departments in other states hoping to identify this gang. Three months ago a program called "Busted on the Job" aired on national television and showed the tape in its entirety. I was not aware that this footage was going to be used and was taken completely by surprise when I saw it. I am not sure how they even got a copy of the tape, although probably the police gave it to them. If I had known, I surely would have asked them to give a little more exposure and explain that this is a big problem within our industry. Several people saw the program and mentioned it to me.

There is enough documentation, too voluminous to be included here, that supports the need for formidable improvement in the design of game cabinets with the emphasis on protecting the cash box and circuit board. If I was a manufacturer, I wouldn't want peripheral hardware hanging all over my games destroying the aesthetic appeal and generally making it unsightly.

How 'bout it, you guys in manufacturing? Is anyone willing to take this challenge and make operators' lives a little easier? It sure would be appreciated. ▲

"There is enough documentation, too voluminous to be included here, that supports the need for formidable improvement in the design of game cabinets with the emphasis on protecting the cash box and circuit board."



Estate planning, joint tenancy, and saving a

TAX FORTUNE

If you own a business and your estate plan uses (or intends to use) any of the four commonly used techniques (actually tax traps) discussed in this article, you will unnecessarily enrich the IRS. Guaranteed!

Let's set up the typical family business situation that we see at least 100 times every year. Joe, who is married to Mary, owns Success Co. Sam, their son, runs the business and someday will replace Joe. Joe and Mary have other children who are not active in the business.

Each technique (TRAP) is identified in italics at the beginning of the four paragraphs. The traps are in the order of the most serious tax blunder and the most used.

1) The marital deduction where, after Joe's death, Mary will own Success Co. (all or a large portion of it) in her own name or in some kind of marital trust.

Great, when Joe dies. No estate tax. But when Mary goes, the IRS gets its pound of flesh. Remember, the marital deduction only defers tax, it is not intended to be a tax saver.

2) A Section 303 redemption, where Success Co. can redeem as much of Joe's stock as necessary free of any income or capital gains tax to pay Joe's (or Mary's) death taxes and other estate costs.

Sounds good. But the fact is the money that comes out of Success Co. goes straight to the IRS.

3) Plan to use Section 6166—because Success Co. is a major asset in Joe's (or Mary's) estate—to pay the estate tax in installments up to 15 years with interest at a very low rate.

Not only does the IRS get the estate tax, it now gets (even though a low percentage) interest to boot!

4) A new law that allows the first $1.3 million of Joe's (or Mary's) estate to escape estate tax if Success Co. is transferred to the son Sam.

Again, that might sound good. But very complicated and probably has very limited use because of the hoops you must jump through. Besides, it uses up your entire unified credit equivalent. For example, in 2006 that means if you use this technique it is only worth $300,000 tax-free because the credit gives you $1 million tax-free to start.

Normally, this column tells you what to do to win the tax game, as opposed to an article like this that tells you what not to do. But there is a way to check your estate plan and know it is right for you and your family. Here's how you can tell:

1) The strategies you use must be initiated during your life (like gifts, a grantor retained annuity trust, or a family limited partnership), not at death (like the four traps described above).

2) When the entire plan is in place, your advisor can show you clearly (a simple schedule with your assets and who gets them) that your total wealth (whether $1 million or $10 million) will go to your family without being reduced in value by even one dime of taxes.

3) Your advisors must get you into some kind of tax-free environment immediately (like an irrevocable life insurance trust, a subtrust, or a charitable trust).

4) You control your assets for as long as you live (or at least for as long as you want) with the use of voting/non-voting stock, a family limited partnership, or various trusts.

5) Finally, your assets are protected from creditors or lawsuits.

JOINT OWNERSHIP CAN ENRICH THE IRS INSTEAD OF YOUR FAMILY

Joint ownership between family members, usually husband (Joe) and wife (Mary), is a common way to hold title to property. A big advantage is simplicity: on the death of one spouse, the title of property held jointly with right of survivorship automatically goes directly to the surviving spouse.

What seems to be an advantage could be very expensive taxwise. Before you put property into joint tenancy or keep your property titled in this manner, there are two important points you should know.

"The tax basis of any property owned by a decedent (person who dies) receives a new tax basis—its fair market value on the date of the decedent's death."

First, your right and ability to pass $625,000 in 1998 (it gradually rises to $1 million in 2006) of property free of the estate tax can be lost through joint tenancy. An example is the easiest way to explain. Suppose the combined worth of Joe and Mary in 2006 will be $2 million, and they hold all of their property in joint tenancy. Joe dies first. Instantly, Mary becomes the sole owner of all the property. Suppose Mary lives off the income and dies many years later with the same amount ($2 million) of property. She leaves the $2 million to her children. Mary's estate tax will be $435,000.

Suppose instead that Joe and Mary each own $1 million in property in their own names when Joe dies. Joe has set up his estate so Mary gets the income from his $1 million for as long as she lives, and upon her death, this property goes to the children. When Mary dies she also leaves her $1 million of property to the children, for a total of $2 million. Guess what the combined estate tax is for both Joe and Mary? Zero! Talk to your professional about setting up a credit shelter

SILENT PARTNER 15

Route Management At Its Best

Amusement Vending Video Lottery Service Calls
Vehicles Return On Investment Redemption/Cranes
Income Forecasting Report Writer Parts Inventory

For Windows-95(R)

Ready For The Year 2000 And Beyond...

Silent Partner 2000
Ph: (217) 787-4232 FAX: (217) 787-4293
E-mail: Silent2000@aol.com

"When Mary goes, the IRS gets its pound of flesh."

trust. You can save $435,000 (probably more).

Second, joint tenancy can also cost you income tax dollars. Here's an important tax rule everyone should burn into their minds: The tax basis of any property owned by a decedent (person who dies) receives a new tax basis—its fair market value on the date of the decedent's death. For example, Joe owns Public Co. stock that he purchased for $2,000 over 25 years ago. When he dies the stock has a value of $100,000; the $100,000 becomes the new tax basis for the stock. He leaves the stock to Mary who sells it for $103,000. She only pays income tax on $3,000 ($103,000 minus $100,000).

Now suppose the same stock was held in joint tenancy and Mary sells it for the same $103,000. Her tax basis is only $51,000. Why? According to the tax law, she owned half of the property with a tax basis of $1,000, while Joe's half became hers with a new tax basis of only $50,000. Mary must pay income tax on $52,000 ($103,000 minus $51,000). A true tax tragedy!

If you own any property in joint tenancy with your spouse, review the tax consequences. Now! You can change the title—back and forth between husband and wife—to best suit your estate tax planning without incurring any current tax.

SAVING A TAX FORTUNE

Tax planning is not like a burning building; it's rarely an emergency. But the subject of this article—should you be a non-tax paying S corporation or a tax-paying C corporation?—is a real emergency. If you don't make the right tax moves—quickly—you are probably going to burn a lot of your dollars paying extra taxes. Here's the story and how to put the fire out!

Generally, the conversion of a C corporation to an S corporation is tax-free for both the corporation and its shareholders. Good deal! Also, an S corporation carries with it other tax goodies: avoids double taxation, eliminates unreasonable compensation and unreasonable surplus problems, an easy way to divide income with low-bracket family members, allows an almost tax-free transfer of your business using a grantor retained annuity trust, and more. The list could go on and on. Yes, there are some minor disadvantages, but this is not about the advantages and disadvantages of operating as an S corporation.

"The strategies you use must be initiated during your life."

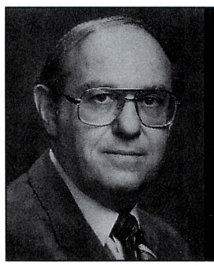
Listen to this: Under the Clinton administration budget plan, an election by a C corporation to become an S corporation would be treated as a taxable liquidation of the C corporation. Result: two immediate taxes: one on the corporation (based on the fair market value of the corporation over its book value, just as if the corporation had sold its assets), and on you and all your fellow shareholders (just as if you sold your stock for its fair market value to a stranger). Simply put, the IRS wants to close the door on the tax goodies you enjoy as an S corporation.

The tax-expensive crackdown would apply to S elections that take effect in a tax year beginning after Jan. 1, 1999. "Large C corporations" could elect S corporation status tax-free for taxable years beginning in 1998 or on Jan. 1, 1999. For this purpose, a large C corporation is one with a value of more than $5 million at the time of conversion. Value means the fair market value of all the stock of the corporation on the date of conversion.

Do not pass go. Do not collect $200. Go straight to your professional if you are a large C corporation or may become one soon. Unless your professional can give you solid tax-saving reasons (some corporations (very few) should remain C corporations) for the long-term (including when you might want to sell your business or transfer it to your kids), elect S corporation status. Now!

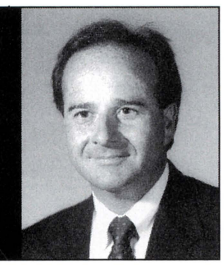
This decision could be one of the most important tax decisions in your business life. ▲

For more legal techniques to reduce or eliminate your estate tax, send for these companion reports: "How you can beat the estate tax...legally," "A tax superstar...S corporation," "How to value your business and win the tax game," "Your business...America's best tax shelter," and "Pay zero estate tax...the super trust way." There is also a book available,"Tax secrets of the wealthy," that shows you step-by-step how to eliminate the estate tax. The address is Book Division, Blackman, Kallick, Bartelstein, LLP, 300 South Riverside Plaza, Chicago, Ill. 60606. Call for prices on these special reports.



IRVING BLACKMAN

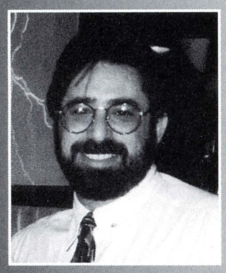
Irving Blackman and Brian Whitlock are CPAs with Blackman, Kallick, Bartelstein LLP in Chicago. Also lawyers, they specialize in business succession and wealth transfer. Both are sought-after speakers. Want to consult? Need a second opinion? Contact them at (312)207-1040; fax (312)207-1066. Their special reports are available at a nominal fee.



BRIAN WHITLOCK

It's magic!!

Under promise, over deliver: exceeding expectations



Michael Getlan is a third generation owner/operator of arcades and family entertainment centers and a member of IAAPA's Education, Technology, and Award Committees. He is director of operations for Amusement Consultants Ltd. of New Rochelle, N.Y., which operates 40 locations in 12 U.S. states and Central America, and is a frequent speaker at industry conventions.

What's the worst thing you can do when you perform a service or create a product for a fee? Over promise and under deliver! Since most people do not believe traditional advertising and believe your word-of-mouth reputation, the perception you leave with your clients is a critical factor in your continued success. You want that perception to be magical!

The only time anyone ever talks about your product or service is when you either under perform or over perform—just coming in on time and on budget won't do it. The key to creating a successful reputation is to consistently over perform, and to resist the temptation to promise everything you can deliver at the beginning of the project. To achieve a reputation for outstanding work, leave a little mystery on the table, and surprise your clients.

AT THE BEGINNING

There is always the point at which you are seated in front of a client, and you want to impress and promise everything that you and your organization can do. You feel that this will close the deal and will give you the edge over the competition. And it's not as if you will be telling tales; you really feel that you and yours will be able to perform as well as you are promising.

Resist! Always keep something in reserve. In the first place, it's always good, prudent business to leave room for contingencies, emergencies, and the like. In the second place, like a good magician, you always want to be able to pull a rabbit out of a hat (especially if you need one!). Remember that even in doing the smallest job, it's all showmanship!

If it's possible, figure your bit of magic in at the beginning of the project, when you are doing your due diligence and creating your estimates for the work to be done. Just like a professional magician, it takes preparation beforehand. Preparation takes a little forethought and attention to detail, but it is worth it in the long run.

CRITICAL MOMENTS

There comes a time when the guano hits the propeller and the need arises to go above and beyond the call of duty, and here the opposite strategy is needed: Dive in with both feet! This strategy works whether you are consulting or producing a product, because the greatest sin is to leave the client in the lurch and unsatisfied.

The reputation you will create is one of caring for the client. The lack of caring is the number one reason for clients choosing a different firm on their next project.

An attitude of indifference is the fastest way to lose a client forever. The attitude of caring is so important; statistics show a client will tolerate almost anything but indifference. Sixty-eight percent of clients will leave for this reason.

Speed also plays an important role: 95 percent of your clients will stay with you if you fix a problem immediately. The obvious reluctance that

REDEMPTION TICKETS!
FAST!!
MAKE YOUR NEXT TICKET RUN WITH US!
• Fastest Service
• Most Competitive Prices
• Dependable Turn-around
Muncie Novelty
Exclusive sales agent for Indiana Ticket
We Print On Recycled Paper!
We Accept Visa & MasterCard
CALL NOW!
1 • 800 • 428 • 8640
FAX: 1 • 765 • 288 • 3434

HOT NEW LICENSES
$1.25/pc
SKILL CRANE OPERATORS
For years, the UNITED PLUSH COMPANY has played a leading role in importing plush toys for Crane Operators. With selection from over 100 factories, you can bank on us.
Now Here Is Your Opportunity To...
BUY DIRECT!!
Our Factories Produce It, We Pack It, YOU Collect The PROFITS!
INTRODUCING: KEY CHAIN KITS
1.25/pc 500 pcs/start-up • Special Promotional: 83¢/240 pcs/box (Limited Offer)
KEY CHAINS INCLUDE:
★ ASTROLOGICAL SIGNS
★ SPORTS: Balls, Shoes, Helmets
★ BEANIE ANIMALS
★ASSORTED SAYINGS
★ASSORTED MIRRORS
★CRYSTAL ANIMALS
★ASSORTED SLINKY
★ NOTE BOOKS
★SNAP CHANGE PURSES
★ASSORTED SHOES
★ASSORTED WALLETS
OUR PLUSH PREPACKS:
★ Highest Quality per Average
★ Deepest Variety
★ HOT Licenses
★ 85¢ - $2.75 Average
★ Seasonal Merchandise
★ JUMBO MIXES: $1.75/pc packed 90 pcs/ box
★ Trade-Up Mixes: $5.00/pc packed 30 pcs/ box
★ Custom Orders ★ Personalized Service
★ Same Day Shipping
HOT NEW ITEMS:
★ BASKETBALL #3 & #7
★ FOOTBALL #5 ★ SOCCER #5
★ We can put your Company Logo on any of the BALLS
FREE FREIGHT With 10 Boxes Shipped Within Continental USA (Limited Time Only)
Try Us For Your Next Order! Your Satisfaction Guaranteed!
UNITED PLUSH CO.
1-800-886-8832 • fax 1-800-762-5068
14073 Catalina Street • San Leandro, Ca 94577

"To achieve a reputation for outstanding work, leave a little mystery on the table and surprise your clients."

some firms show to repairing or replacing a product or service is the exact opposite of the attitude of showmanship. This type of situation needs to be handled with the same aplomb as any magic trick.

FOLLOWING THROUGH

But regardless of problems or challenges that you may face in performing your service or producing your product, following through on your initial promises just isn't enough. Exceeding expectations is what it's all about. This is where the magic comes in.

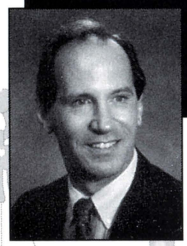
Have something unexpected in readiness for the client. Whether it's coming in under budget or ahead of schedule, having a new application for the product, making it easier to operate, or improving the product in some way—as long as the client is unprepared for the result—like a good magic trick, amazement is the result!

And that is what makes or breaks reputations: exceeding the expectations of your client or customer. Holding back in the beginning so that you can dazzle at the end. Leading your client to expect one result and then going beyond, performing magic.

Over promise and under perform at your own risk. Under promise and over perform to your credit. The choice is yours. ▲

Reprinted with permission from "The Network," the newsletter of the Themed Entertainment Association (TEA).

REDEMPTION & THE LAW



TOM FRICKE

ACCUMULATING TICKETS: *what's the law?*

While the foundation of redeeming tickets for merchandise is based on players being able to save their tickets for a bigger, better, more valuable prize, it may not be clear that it's allowed when reading the statutes for noncash redemption in a number of states.

Accumulation of redemption tickets over a period of time enables the customer to walk away from the venue with valuable merchandise, even though for any single game played the customer is playing for trifles. This is at the core of the reason why amusement redemption is popular. It is also such common practice that there have been occasions when the scriveners of new laws intended to protect amusement redemption, have neglected to spell out in unambiguous terms that accumulation of redemption tickets is to be allowed. Most often the new laws have been enacted to permit mixed games of chance and skill with merchandise awards of limited value.

In writing such a law, how do you state the value limit? First, you write it so that it applies to the value that may be awarded on one play, so that customers may lawfully save their tickets. Unfortunately, clarity isn't always achieved when these laws are written. I invite you to rate for clarity of permitting accumulation within the context of the single-play limit, the prize limitation provisions and the laws of some of those states which permit games of chance and skill for limited-value merchandise prizes.

ALABAMA: *"A player of a bona fide coin-operated amusement machine may accumulate winnings for the successful play of a bona fide coin-operated amusement machine through either tokens or tickets, and may redeem these tokens or tickets for merchandise so long as the amount of tokens or tickets earned on a single play does not exceed $5 per unit."*

ARKANSAS: *"Any representative of anything that is esteemed of value as used in the antigambling statutes...shall not be expended to include: ...noncash prizes...won by the player of a bona fide amusement game...which rewards players exclusively with merchandise limited to such noncash prizes...or representations of value redeemable for those items, which have a wholesale value of not more than 10 times the cost charged to play the game or device once, or $5, whichever is less. ...In the event of accumulation of redeemable representations of value by any player, no noncash prize having a wholesale value of more than $50 may be given or awarded by any amusement machine operator or redeemed by any player."*

"Unfortunately, clarity isn't always achieved when these laws are written."

FLORIDA: *"Nothing contained in this chapter shall be...construed as applicable to an arcade amusement center having amusement games...which by application of skill may entitle the person playing...the game...to receive points or coupons which may be exchanged for merchandise only...provided the cost value of the merchandise or prize awarded in exchange for such points or coupons does not exceed seventy-five cents on any game played."*

GEORGIA: *"A player of bona fide coin-operated amusement games...described in paragraph one of this subsection may accumulate winnings for the successful play on such...amusement games...through...tickets and may redeem these accumulated...tickets for noncash merchandise...so long as the amount of tickets earned on a single play does not exceed $5."*

ILLINOIS: *"Provided that all of the following conditions are met: ...the average wholesale value of prizes awarded in lieu of tickets or tokens for single play of the device does not exceed the lesser of $5 or seven times the cost charged for a single play of the device (and) the redemption value of tickets, tokens, and other representations of value which may be accumulated by players to redeem prizes of greater value does not exceed the amount charged for a single play of the device."* This particular law does not authorize mixed games of chance and skill. Rather, it authorizes a certain kind of amusement redemption, in which skill predominance is an additional requirement.

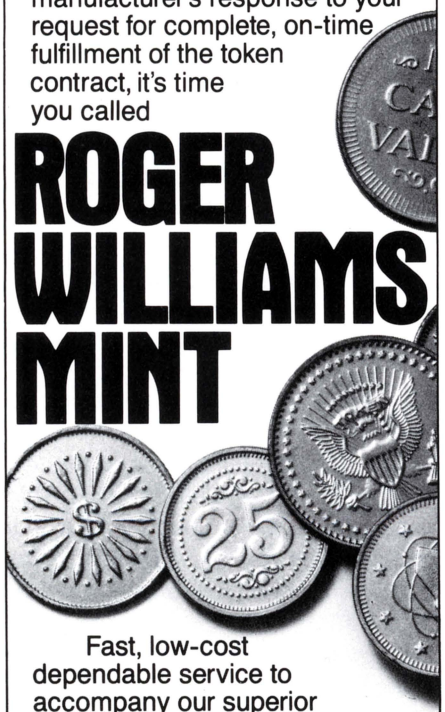
NORTH CAROLINA: *"The definition contained in the first paragraph of this section...does not include coin-operated machines...used for amusement. Included within this exception are...video games and other mechanical devices that involve the use of skill or dexterity to make varying scores..and which in actual operation, limit to eight the number of accumulated credits or replays that may be played at one time and which may award free replays or paper coupons that may be exchanged for prizes or merchandise with a value not exceeding $10, but may not be exchanged or converted to money."*

TEXAS: *"Does not include any electronic...contrivance, designed, made, and adapted solely for bona fide amusement purposes if the contrivance rewards the player exclusively with noncash merchandise prizes...or a representation of value redeemable for those items, that have a wholesale value available from a single play of the game or device of not more than 10 times the amount charged to play the game or device once or $5,*

HAHA
HAHA
HAHA
HAHA

If this is your token manufacturer's response to your request for complete, on-time fulfillment of the token contract, it's time you called

ROGER WILLIAMS MINT



Fast, low-cost dependable service to accompany our superior quality tokens.

Call Roger Williams Mint today. Because poor service is no laughing matter.

Roger Williams Mint™

79 Walton Street, P.O. Box 2350
Attleboro, MA 02703-0350
Toll-Free 1-800-225-2734
In Massachusetts call (508) 226-3310

whichever is less."

I have not indicated above the dates on which these laws were passed. It appears generally that the laws passed in the '80s and early '90s do not expressly permit accumulation. Those passed in more recent years leave nothing to the imagination. They make it clear that accumulation is intended and permitted. I believe that the earlier laws are lacking in this specificity because at the time the idea that someone would challenge the practice of accumulation as being unlawful appeared to be so absurd that there didn't seem to be any need to deal with it in the language of the law. Over time we have learned, however, at the expense of a few groups of operators, that there are powerful enemies of mixed games of chance and skill for limited value merchandise prizes, and that in the legislature, in courts of law, and in the court of public opinion, they will make every fanciful argument that a fertile imagination may craft, that a law that permits these games nevertheless do not permit accumulation over a series of plays.

If anyone should try to convince you, your lawyer, or a judge deciding your case that your hard-fought-for permissive redemption law somehow does not go so far as to permit accumulation, here are two arguments that you could use to rebut.

A customer who wins at an arcade amusement game and receives a prize ticket from a single play of the machine, which the ticket has a wholesale redemption value less than the statutory limit of, say, $5, has participated in a lawful act. However, if that same player plays the same machine again and wins a prize ticket also redeemable for an amount below the limit (another lawful act), but accumulates those prize tickets from both lawful acts and exchanges them for a prize having, say, $10 wholesale value, then the operator of the game would be subject to prosecution, if as has been argued, accumulation is not permitted.

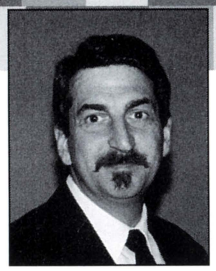
On its face, this would be an absurd result. Statutes are to be construed to avoid absurd results, unless such be compelled by the clear language of the statute. Moreover, the operator of the game would thus be subject to prosecution not because of what the operator had done, and not because of what his machine had done, but because of what the player had done. Another absurd result. Additionally, a violation of the law interpreted so as to prohibit accumulation would mean that if the operator offered for redemption, items of merchandise, none of which had a value in excess of the statutory limit for a single play, then from a series of single plays, the player could present an accumulation of tickets to obtain many such low-value items of merchandise. The aggregated value of the several items of merchandise delivered would be identical to the value of a single item of merchandise delivered to redeem the ticket accumulation.

However, the former scenario would not be unlawful while, according to the anti-accumulation interpretation, the latter scenario would be unlawful. If our opponent is correct, it would thus be that the legislature had found some harm in delivering for redemption one large item of merchandise, but no harm in delivering the same value broken up into many merchandise items of lesser value. This too would be an absurd result because there is no apparent difference between the two scenarios. Again, the absurd result will not be reached through interpretation or implication, but only if the language of the law compels it.

Looking at the text of the laws quoted above, I'm sure you will see that some are not models of clarity. Problems for operators have resulted from a lack of clarity concerning accumulation in several jurisdictions. In the future, new laws to permit amusement redemption should clearly provide that accumulation of tickets won from a series of single games is permitted and does not result in a violation of the law. ▲

Tom Fricke is a St. Louis-based attorney who specializes in legal issues relating to the amusement game business. He serves as chairman of the IAFEC government relations committee. He can be reached at (314)361-6672.

RANDY FROMM



What am I looking at?

A Play Meter Monthly Exclusive

Using an oscilloscope to troubleshoot monitors

Regular readers of this column know that I am a proponent of cheap-and-dirty game repair. As an operator's service tech, I rarely have a reason to use sophisticated test equipment. Most of my repairs are done with a digital multimeter, a little common sense, and lots of practical experience. (There's nothing like OJT when it comes to learning.) I leave most of the more sophisticated repairs to the distributor's technicians. They have the experience and skill along with the specialized parts and equipment needed to effect repairs on video game PCBs, control boards, and the like. In my opinion, it is in the service arena that distributors really shine.

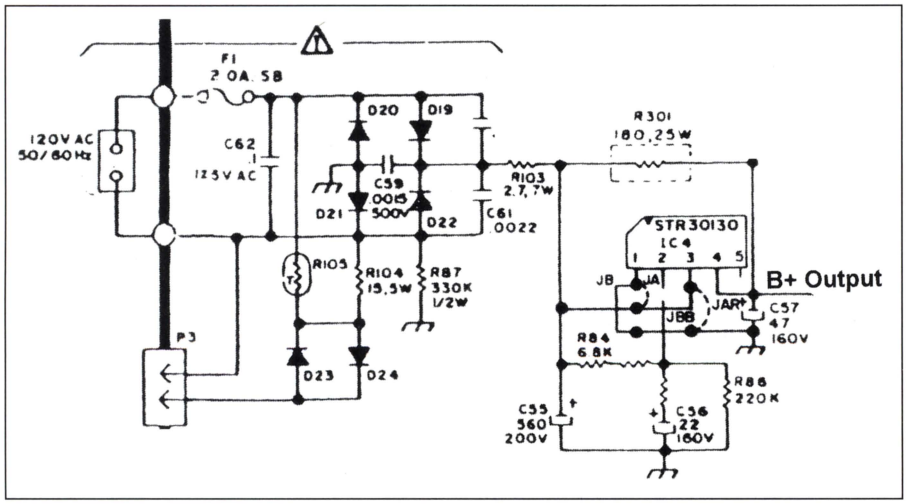


Figure 1

But I believe that all operators can and should be more-or-less self sufficient as far as monitor repair is concerned. Most of the time, monitor repair is fun and easy. Most failures are easily diagnosed using the aforementioned digital multimeter. Slap in a new component or two, maybe replace a fuse, and you're up and running.

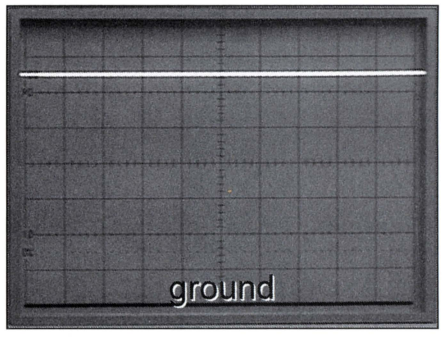
But every now and then I get to repair a monitor where the cause of the problem is not immediately apparent. In other words, after thinking about how a monitor works and how my symptom might be related to any of the circuits, I usually start by turning off the power and visually examining the chassis for anything obvious like bad caps, burned resistors, fractured solder joints, etc. The next step is a quick test of the semiconductors (in-circuit) for any obvious failures. Naturally, I only test those components that might have something to do with my problem. I would not, for example, look at the video amplifier circuit if I have a failure that's blowing a fuse. There's just no possible way that any failure in the video amplifier would cause a fuse to open.

My next step is to turn the monitor back on and measure some key DC voltages such as the B+ and any flyback derived power supplies. This is an easy measurement that can be handled with a digital multimeter. But if I haven't found the cause of the problem at this point, the path of troubleshooting can diverge onto separate paths. Both paths are legitimate troubleshooting techniques for operator's service techs whose only goal is to get the darned thing fixed in as little time as possible.

One way to go here is a technique where the components in the circuit are "shotgunned." To shotgun a circuit is to remove and replace most or all of the possibly defective components, regardless of whether or not they test good or bad (or even if they've been tested at all, for that matter). All you need here is a basic knowledge of which components might have something to do with the problem, and the ability to solder. This is a perfectly acceptable way to fix something when you don't posses the knowledge and/or test equipment to get the job done any other way. At times it can be the fastest way to fix something, gambling that "it's just gotta be the chip" and replacing it rather than taking the time to determine if it's really bad.

Some technicians pooh-pooh this technique as unprofessional. Better, they say, to use your skills with an oscilloscope to isolate the failure to the exact cause of the problem and fix it rather

Figure 2



than changing a mess of parts and keeping your fingers crossed. I can't say that I disagree with them in that regard. This path is a much more scientific approach to troubleshooting and a wonderful exercise in logical thinking.

However, to travel along this path requires a service tech to jump to the next level in troubleshooting. It's a journey well-taken but it requires a couple of key items in order to be successful. One is a firm grasp on how to operate an oscilloscope. This subject was covered in detail in *Play Meter's* special two-part presentation ("Understanding the Oscilloscope," June and July 1993). An in-depth review of the Sencore's SC3100 oscilloscope followed in the September issue that same year. This is the same oscilloscope you'll see in the accompanying illustrations.

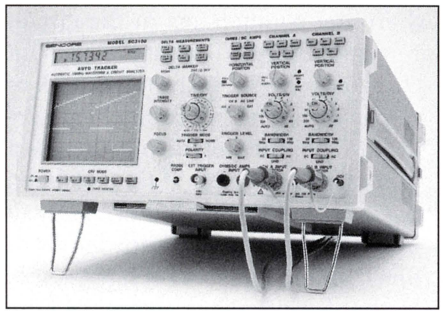


Figure 5

The other key to successful troubleshooting is the most hard-won accomplishment. You have to know how the circuits function and how to interpret the waveforms displayed by the oscilloscope. I'm not just talking about measuring the voltage, time, or frequency of a signal. I mean you have to know how the operation of the circuit produces the waveform you see. Just as important (or maybe even more important) you must be able to recognize when a waveform is not normal and, combined with your knowledge of how the circuit is supposed to function and how components fail, postulate as to what possibly might have failed to cause the waveform to look as it does. You can see how this really requires an enormous leap in troubleshooting skills and really makes you appreciate the fact that you can always fall back on the shotgun technique.

Over the coming months, we'll take an in-depth look at each of the circuits in a monitor and examine not only how the circuit operates but take a close look at waveform analysis and step-by-step troubleshooting using the oscilloscope. By the way, the troubleshooting techniques used for monitor repair are directly transferable to all manner of electronic troubleshooting. If you can master the skills needed to troubleshoot monitors with an oscilloscope, you are ready to follow any number of different paths in your career and learn all manner of electronic repair.

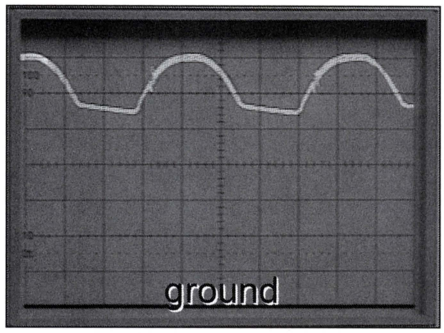


Figure 4

The power supply

OK, I admit it. The chances of having to use an oscilloscope to repair a power supply are pretty slim. However, the B+ power supply is, directly or indirectly, related to every other circuit in the monitor and its health is important. There are two types of power supplies in monitors, linear and Switched-Mode (SMPS). Let's start with the linear power supply in figure 1.

"To shotgun a circuit is to remove and replace most or all of the possibly defective components."

When troubleshooting with an oscilloscope, we often start at the bad output of a circuit and work our way back to the input. When the signal goes from bad to good, we've located the problem. Whatever's between bad and good has to be at fault. This is, of course, why you need to know how the circuit operates and what's supposed to be happening at each point in the circuit.

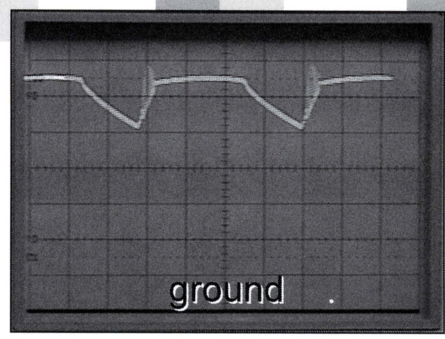


Figure 3

The output of the power supply is not too exciting, waveform-wise. It's just a straight line. It's pure DC (or, at least it's supposed to be) and the oscilloscope shows it in figure 2. You can read the voltage off the graticule. At 20 volts/div, the output is 130 volts DC, exactly what you'd expect to come out of an STR30130 voltage regulator. Remember, the last three digits of the part number indicate the output voltage. In its simplest form, this is troubleshooting with the oscilloscope. You measure the output, read the display and, armed with the knowledge that a straight line at the 130 volt mark is exactly what it's supposed to be, declare the power supply to be good. Of course, in the real world this measurement is more easily accomplished with a digital multimeter.

But what if you see something like the waveform in figure 3? What's up here? What happened to the straight line? You are, of course, looking at power supply ripple. Sometimes, a fluctuating voltage will "ride" on the top of a steady, DC voltage. This signal may be only a fraction of a volt but in a worse-case scenario can amount to as much as half the peak voltage and it's riding on top of this DC voltage.

If you want to take a closer look at a small amount of ripple, you may need to boost the sensitivity of the vertical input to see it. Lowering the volts/div enough to see the ripple causes the displayed line to disappear off the top of

TECHNICAL TRAINING FOR OPERATORS AND MECHANICS

Randy Fromm's Big Blue Book of Really Great Technical Information ——— $ 49.95

All-You-Need Beginning Electronics for Operators 2 tapes	$ 79.95
Basic Videogame Troubleshooting	$ 49.95
Diodes, Transistors and Other Semiconductors 2 Tapes	$ 79.95
Easy Pinball PC Board Repair	$ 49.95
Conventional Power Supplies (used in pinballs and monitors)	$ 49.95
Videogame Monitor Repair Made Simple 3 Tapes	$109.95
Switching Regulator Power Supplies	$ 49.95
Videogame Conversions	$ 49.95
Using a Digital Multimeter	$ 39.95
How to Use an Oscilloscope	$ 49.95
Package Deal. All videotapes in this box plus the Big Blue Book	$550.00

For US orders on books and videotapes, add $8.00 shipping and handling. All others, contact us so we can meet your shipping requirements.

We welcome C.O.D. orders.

OTHER VIDEOTAPES OF INTEREST

Servicing Bill Acceptors	$49.95
Servicing Video Lottery Printers Vol. 1 NCR	$49.95
Servicing Video Lottery Printers Vol. 2 TDC	$49.95
Understanding Digital Electronics	$79.95
Microprocessor Systems and Microprocessor Troubleshooting	$79.95
Servicing XY Monitors	$39.95

RANDY FROMM'S ARCADE SCHOOLS

NEW

RANDY FROMM'S MONITOR CLUB

NEW

Join the Monitor Club and let Randy Fromm take care of all your monitor needs with your choice of manufacturer at the best prices possible. Don't buy monitors from anyone else without checking with me first.

Eygo ✪ Pentranic ✪ Neo-Tec Hantarex ✪ Wells-Gardner

This month featuring: **Sharp Image**

13" Standard Resolution	$165.00
19" Standard Resolution	$185.00
25" Standard Resolution	$315.00
27" Standard Resolution	$325.00
34" Standard Resolution	$585.00
39" Standard Resolution	$765.00
25" 25khz (Med Res/EGA)	$345.00
27" 25khz (Med Res/EGA)	$365.00
34" 25khz (Med Res/EGA)	$615.00
39" 25khz (Med Res/EGA)	$790.00
25" Dual Scan	$355.00
27" Dual Scan	$385.00
34" Dual Scan	$695.00
39" Dual Scan	$795.00

" Educating The Coin-Op Industry Since 1980 "

Randy Fromm

"HANDS-ON" TRAINING

with Play Meter Magazine's Technical writer, Randy Fromm

Chicago, IL ✪ Nov. 2nd-6th, 1998

This class will be held at the Wells-Gardner Electronics monitor factory. Factory tour included!

This is a practical repair class that's designed for operators, route mechanics and shop service techs who are looking for a quick and painless way to slash downtime by making a dramatic improvement in their repair skills.

You'll be amazed how interesting and easy it is to fix games. In just five days, students learn to perform repairs down to the component level. **It is not difficult to learn electronic repair.** This class teaches you to quickly identify the problem in a game, repair it and get on to your next location or repair assignment. Call today for your *FREE* info pack!

For a FREE info-pak call 800.484.9892 When the computer asks for your code, press INFO (4636)

http://randyfromm.com

Randy Fromm's Arcade School 1944 Falmouth Dr. El Cajon, CA 92020-2827 TEL 619.593.6131 FAX 619.593.6132

the screen due to the DC component of the signal. Flip the input coupling switch to AC. This places a capacitor in series with the input to the oscilloscope. The input coupling capacitor blocks the DC component of the signal, allowing only the AC ripple through to the vertical input of the scope.

So what can cause the ripple? Generally, this is caused by a bad filter capacitor. If you measure the DC voltage at the output of the voltage regulator with a meter and find it's too low, the regulator may be bad or you may have a bad cap. Use the oscilloscope to look at the waveform and measure the voltage of the AC ripple. If it's more than .1% of the DC voltage, you may have excessive ripple. In this case, it's a full 30 volts! Notice the "flat-top" effect? More on this in a moment.

As verification that the ripple is caused by a bad filter capacitor, move the scope probe from the output of the voltage regulator to the input of the voltage regulator. Do you see something like the waveform in figure 4? This is also power supply ripple, this time on the unregulated input to the voltage regulator.

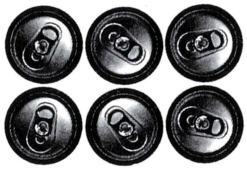
Notice the rounded tops on the input while the output was flat. That's because the regulator circuit cut off any voltage higher than +130 volts DC on the output. This proves the voltage regulator to be good and, combined with the fact that we see ripple on the input of the voltage regulator, proves the filter capacitor to be bad.

This, in a nutshell, is the essence of troubleshooting with the oscilloscope. Next month, we'll look at waveforms in the Switched-Mode Power Supply along with a little lesson in PWM. What's PWM? Find out in next month's "Technical Topics" here in the pages of *Play Meter.*

If you have any questions or comments, do not hesitate to contact me. Remember, Randy Fromm's Arcade School will be in Chicago, Ill., the week of Nov. 2-6, 1998. This class will be held at the Wells-Gardner monitor factory and includes a factory tour. ▲

"I believe that all operators can and should be more-or-less self sufficient as far as monitor repair is concerned."

You can contact me in any number of different ways. 1944 Falmouth Dr., El Cajon, CA 92020-2827; (619)593-6131; fax (619)593-6132; e-mail (randy@randyfromm.com); Web site (http://randyfromm.com), ICQ #10591073; and Video conference via CUseeme at IP 24.4.66.122.
See you at the Arcade School!



There are reasons that truly useful things come in 6-packs, Even Billiard Fabric!

COST

Ever see a pool table covered with one bolt of cloth? Bed and rail cloth must be pre-cut! You cut waste, labor and minimize material costs while keeping less inventory at prices **equivilent to bolt price**. Championship supplies pre-cut bed and rails ... in six packs!

CONVENIENCE

Forget measuring and cutting! Eliminate errors. Clean rail cloth. No cutting, striping, or glue residue. Each set is rolled, polybag protected, boxed and shipped in six-packs (7 and 8 foot).

PROVEN QUALITY - TIMES 6

Championship's **backed** fabric is a durable 75% wool, 25% Nylon blend. Rails are precut from bolt length (not cross cut) for proper and consistent rebound. **This is the same durable cloth used by manufacturers, distributors and operators!**

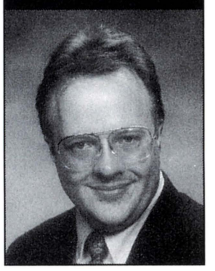
Call us for the name of your local distributor!

D&R Industries. Inc. • 7111 Capitol Drive • Lincolnwood, IL 60645
847-677-3200 • 800-4-BILLIARDS • 800-323-2852
800-424-5542
www.champbilliards.com

CHAMPIONSHIP®
Billiard Fabric
SEE US AT AMOA BOOTH #313

VIC FORTENBACH

TICKET TECH



Sucking up profits

If you're wondering where your tokens wind up, you may be surprised that it is not always in the pockets of your customers. They are in token limbo right there in your location. But now you can "suck" them back into the loop.

Tokens are your profits. You sell them in the bill changers, collect them from the games, and resell them in the changer. This loop repeats over and over again. But what about the tokens that "jump" out of the loop? I don't mean the tokens that leave your game center in customers' pockets; those will eventually find their way back to your game center. What I'm talking about here are the tokens that are simply missing. They don't leave your game center, but somehow seem lost forever.

There are several places these tokens go. Some tokens, when inserted into the coin door of a game, go through the coin mech, hit the coin switch, credit a game for the player, but don't make it into the coin box. You'll find these on the bottom floor of the game. There are others that will never make their way into the bill changer hoppers because they, too, fall down past the hoppers and onto the floor of the bill changer when you fill the changers with tokens.

Another place the tokens can get lost is in a hot new game. The tokens overflow the coin box (oh, to have this problem more often!), getting stuck in between the coin meters, the metal cash box enclosure, and the coin door. Collecting these tokens requires some inventiveness, since most of the time you simply cannot use your fingers to pick them up. Where I work, we try to recover as many tokens as we can because we know that tokens are money and lost tokens are lost money.

When tokens are hiding in a space that is too deep (you can see the token, but the crevice is just too small for your fingers), one way to reach them is to "flick" the token out with a screwdriver. Another way is to use some chewing gum stuck on the end of a screwdriver or small wooden dowel. You maneuver the stick with the gum to the token, and once you reach it, press the gum to the token and hope the token sticks to the gum. Both of these methods work, but are very time consuming because only one or two tokens can be retrieved at a time.

In the case of bill changers and the lost tokens, the changers we use have the token hoppers mounted on a shelf suspended above the floor of the changer. The changer floor is wide open to collect the lost tokens. However, since the floor is wide open, the fallen tokens tend to lay flat rather than stacking against each other. Picking up these tokens is a challenge. Sure there is enough room to reach in and grab the tokens with your fingers, but since the tokens are laying flat you can only pick up a few tokens at a time. A pancake turner works just OK, but you can still only pick up a few tokens at a time.

What to do? A vacuum to the rescue. You're probably muttering to yourself: "Use a vacuum? Is he nuts?" Well, no I'm not, and the vacuum works extremely well. Don't try a Dustbuster-style vacuum because it's way too weak to suck up the tokens. The vacuum I use is a one-gallon, one horsepower, mini canister wet/dry shop vac. It comes with all kinds of attachments and a five-foot hose. You can use the crevice tool, but it's good only for reaching into the small areas to suck up tokens. The hose without the crevice tool is best for wide open areas like inside the bill changers.

"The canister vacuum I have suggested will hold over 300 tokens before you need to empty it."

The canister vacuum I have suggested will hold over 300 tokens before you need to empty it. Since the vacuum is small, the tokens do have a tendency to tear the motor filter as they enter the vacuum canister. I have found that if you turn the filter about three inches away from the vacuum hose inlet every time you use the vacuum, you can prolong the bag's life. Another way to extend the life of the filter bag (I've been told this works, but have not tried it) is to apply a three-inch strip of duct tape on the filter bag opposite the hose inlet. The tokens will slam into the duct tape and not tear the bag as they are being sucked up.

Using the vacuum is very fast. I have counted the tokens that are being sucked up into the hose and found you can pick up as many as 15 per second. That is faster than some coin counters! One obvious note: empty the vacuum canister of dirt before you start to suck up the tokens.

Using the vacuum is a great way to retrieve lost tokens from the hidden and hard-to-reach areas inside of your games and changers.

If you have any questions or comments, I can be reached at (760) 322-4000 or e-mail (Vic@vicco.com). ▲

GIBBONS JOINS ATE

Sarah Gibbons

There's a new face at ATE Ltd.'s London office. Her name is Sarah Gibbons and she has been appointed to the position of sales administrator.

A business graduate of Thames Valley University, she will report directly to sales manager Paul Grinnall. Gibbons' role is to provide administrative sales support for ATE's portfolio of shows which comprise the Amusement Trades Exhibition International (ATEI), the International Casino Exhibition (ICE), and the London Parks Show (LPS). All three expos take place at London's Earl's Court exhibition complex on Jan. 26-28, 1999.

Gibbons can be reached at +44 (0)1273 204817 or e-mail (atei@fastnet.co.uk).

ORDERS FOR THOMSON'S NEW *VENTURER V-XL*

Thomson Entertainment has taken the first three orders for its innovative Venturer V-XL capsule simulator several months before the first units are due to be produced. Simulation Scandinavia, the company's distributor in Scandinavia and the Baltic States, has ordered a 15-seat system, while FSB of Germany and Nu Metro of South Africa have both ordered 19-seat versions for sites within their territories.

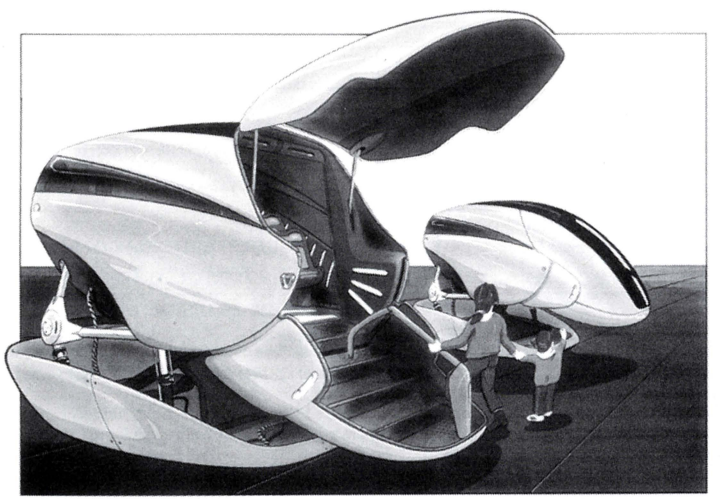
The Venturer V-XL represents a totally new concept in capsule simulators, explained Thomson, adding it has imaginative styling and a range of features designed to address limitations of other products currently on the market.

Among the new features on the Venturer V-XL are an executive jet-style integral stairway in the nose of the capsule which reduces the required floor space by 40 percent. Aircraft-style seat fixings enable flexible seating configurations up to a maximum of 19 passengers. The product will also include an MPeg II digital picture system, permitting short-term rental of ride films for the first time.

Thomson plans to have the first production simulators completed in the final quarter of the year, and a demonstration system will be exhibited at the International Association of Amusement Parks and Attractions (IAAPA) in November in Dallas, Texas.

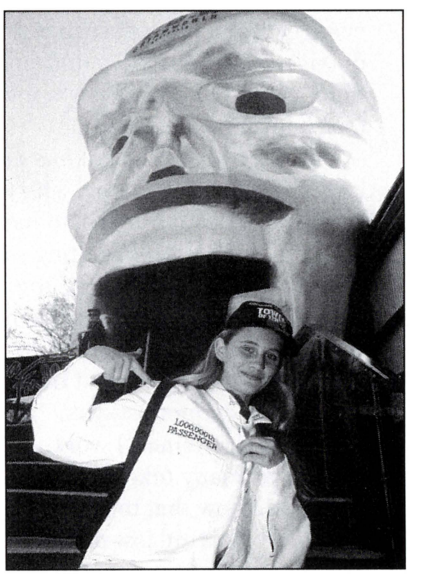
The company also noted that sales of its electronic motion base simulator, Venturer S2, have been brisk.

Artist's rendition of Thomson's *Venturer V-XL*

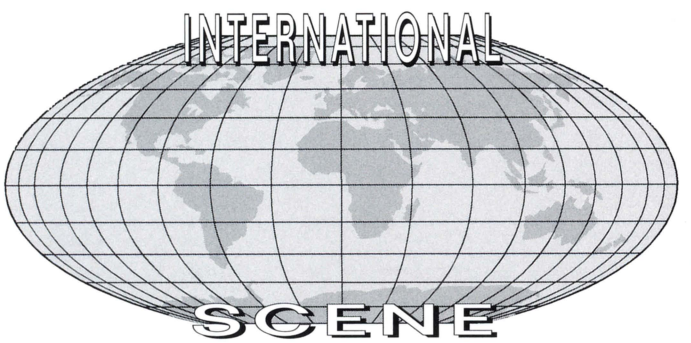


ONE MILLION RIDES

Dreamworld's Tower of Terror, the fastest, tallest ride in the world blasted its one mil-



Nicole Frederiksen was the one millionth rider on the Tower of Terror.



lionth passenger approximately 377 feet high at speeds of up to 100 miles per hour in June.

Since opening in Australia's Gold Coast in Jan. 1997, the high-tech thrill ride has made 66,668 journeys traveling a distance of 35,000 miles, the equivalent distance of one-and-a-half times around the world.

A group of local Camp Quality children and their families were joined by a crush of media personalities to start the countdown at a special breakfast at Dreamworld. Seven Gold Coast news stations were represented. Thirteen-year-old Nicole Frederiksen of Bethania was the lucky rider. She said she is a regular Dreamworld visitor and has ridden more than 30 times.

KODAK VISITS DREAMWORLD

In other Dreamworld news, Joerg D. Agin, the U.S.-based president of Eastman Kodak Co.'s entertainment imaging division visited Dreamworld on Australia's Gold Coast to inspect Kodak's high-tech digital photographic installations.

Agin said he is impressed with the performance and application of the imaging systems in use at Dreamworld, including the Kodak Thrillride Imaging System, specifically designed for roller coasters and flume ride photography.

Dreamworld has two Thrillride Imaging Systems, one at the Tower of Terror and the other at the Thunderbolt Roller Coaster, Australia's fastest double loop roller coaster.

At Dreamworld's wildlife sanctuary, visitors can purchase a high quality, digitally produced image of themselves cuddling a koala, printed as a photo or printed on a T-shirt or electronic postcard.

Kodak Entertainment Imaging's president Joerg Agin visits Dreamworld.

"We are no longer talking about simply photographs," noted Agin, "now there's a whole portfolio of possibilities—fantasy scenes, thrill ride moments, 3D products, and digital studios. Just as digital technology is opening up a whole new breed of special effects in movies, it is also creating a new realm of possibilities for entertainment memories."

DAVE & BUSTER'S OPENS IN U.K.

Dave & Buster's continues its aggressive growth plan by crossing the Atlantic again to open the second international location in Bristol, England. The first D&B in the U.K. opened in May 1997 in Birmingham.

"There's a strong demand for American-themed restaurant/entertainment complexes in the U.K.," said Dave Corriveau, co-founder and co-chief executive officer.

There are plans to open a total of seven D&B locations in the U.K. by 2004 under a licensing agreement with Bass PLC. Potential future locations have been identified for London, Thurrock, and Manchester. Corriveau added, "Bass has proven its ability to deliver the high quality food, fun, and service in the U.K. that Dave & Buster's is known for in the United States."

Buster Corley, co-founder and co-chief executive officer of Dave & Buster's explained, "We have found that the Dave & Buster's concept of great food and great fun is completely transportable. Our success in the U.K. attests to the fact that people all over the world love to eat, drink, and play in a high-quality and exciting environment."

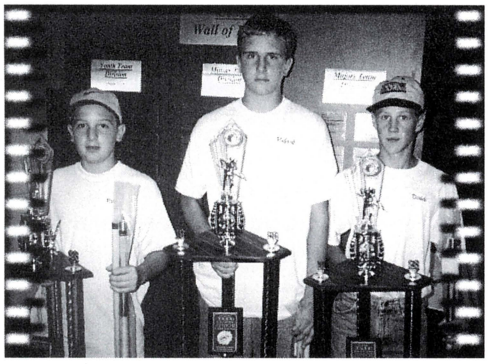
Other international expansion plans include a licensing agreement with the TaiMall Development Co. to license the Dave & Buster's name and concept in the Pacific Rim. Under this agreement, TaiMall expects to open a minimum of seven complexes in regions of Taiwan, Hong Kong, and China, with the first complex opening in the spring of 1999 in Taipei.

Dave & Buster's also has a letter of intent to develop the Dave & Buster's name and concept in Germany, Switzerland, and Austria with S.T.A. Salmann Trust, and in Mexico with ECE S.A. de C.V.

Founded in 1982, there are currently 14 Dave & Buster's locations across the United States and three more store openings in Rockland County, N.Y., Orange, Calif., and Columbus, Ohio, slated for this year. By 2000 Dave & Buster's expects to have 29 locations throughout the United States, four in the U.K., and two in Taiwan. ▲

River City hosts VNEA Junior Championships

Team Uniform winners were the Warner Warriors, (l-r): Steven Fogal Jr., Andrew Phillips, and Kenny Chess.



Youth division champs, the Manford Screwballs, (l-r): Riley Pugh, Robert Pugh, and Derick Hofer.

Speed Pool winners, Youth, (l-r): Jeff Benning (second), Dave "Ginger Wizard" Pearson, and Beau Runningen (first).

Top junior pool players from across the country converged on the Sioux City, Iowa, Convention Center this summer for the 8th Annual Valley National Eight-Ball Association International Junior Championships.

Competition took place on 80 Valley Cougar pool tables; the host was charter holder River City Amusements. Thirty charter holders traveled to the event, from Wyoming to Pennsylvania and from Georgia to Canada. Players won trophies, prizes, and U.S. Savings Bonds. Finals in each category were conducted in an area designated as "The Pocket."

With an incredible 146 three-person teams and over 478 singles entrants, the championships continue to break new ground and set new standards for youth pool. Commented VNEA executive director Gregg Elliott, "Though last year's numbers were great, we showed nearly a 20 percent increase from a year ago. This tournament is by far the greatest junior pool event in the history of the game."

Huebler Industries donated 36 engraved cues to the top four finishers in each team division along with 20 hard cases for those finishing in later places. The Singles competition kicked off the weekend of events. Players gave their best, fueled by their favorite food—pizza and soda.

For both the Singles and Team events players were divided into three divisions: Youth (9-13), Minors (14-17), and Majors (18-20). The team uniform award went to the Warner Warriors of Warner Coin Machines in Erie, Pa.

First place winners and their sponsors:

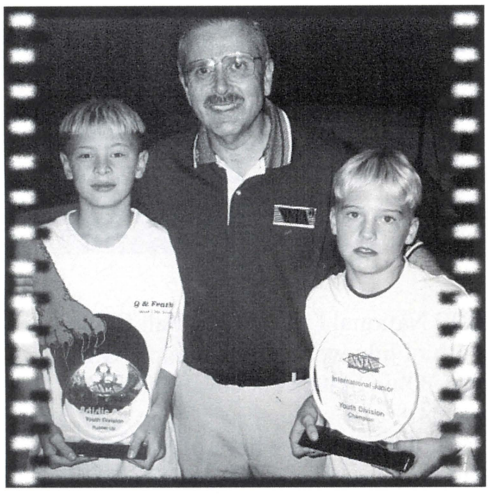
- **Male Singles:** Youth—Sean Monkman, Aactive Coin, Manitoba, Canada; Minors—Brad March, River City Amusements, Sioux City, Iowa; Majors—Ray Harris, Cheyenne Vending, Cheyenne, Wyo.

- **Female Singles:** Youth—Megan Hyke, D & R Star, Rochester, Minn.; Minors—Jodi Sheedy, D & R Star, Rochester, Minn.; Majors—Mary Vetsch, United Music, Fargo, N.D.

- **Speed Pool:** Youth—Beau Runningen, United Music, Fargo, N.D.; Minors—Kurt Karbowski, Northern Amusement, Bemidgi, Minn.; Majors—Bobby McGrath, Joe Abraham & Sons, Peoria, Ill.

- **Artistic Pool:** Youth—Richie Bennett, D & R Star, Rochester, Minn.; Minors—Greg Trujillo, Cheyenne Vending, Cheyenne, Wyo.; Majors—Kris Johnson, United Music, Fargo, N.D.

- **Adult/Junior Scotch Doubles:** Youth—Tyson Hodgins and Bruce Hodgins, River City Amusements, Sioux City, Iowa; Minors—Brent Calnitzky and Phil Calnitzky, Aactive Coin, Win-



Artistic Pool winners, Youth, (l-r): Tyson Hodgins (second), Tom "Dr. Cue" Rossman, and Richie Bennett (first).

nipeg, Manitoba; Majors—Jerrod Bernath and Marc Oelslager, United Music, Fargo, N.D.

☛ **Team:** Youth—Manford Screwballs, Manford Music & Vending, Huron, S.D.; Minors—Q & Feather Ball Busters, River City Amusements, Sioux City, Iowa; Majors—Natural Born Killers, Western Automatic Amusement, Ontario, Canada.

☛ **Mini-Singles Male:** Youth—Chris Siefken, Amusement Service Corp., Lincoln, Neb., and Beau Runningen, United Music, Fargo, N.D.; Minors—Kurt Sabin, V.V.S., Lincoln, Neb.; Dan Kern, C & N Sales, Mankato, Minn.; Nick Faulk, River City Amusements, Sioux City, Iowa; and Derek Benson, River City Amusements, Sioux City, Iowa; Majors—Kenny Chini, Central Distributing, Omaha, Neb., and Justin Dascher, River City Amusements, Sioux City, Iowa.

☛ **Mini-Singles Female:** Youth—Lisa Benning, D & R Star, Rochester, Minn.; Minors—Nicole Tonjum, D & R Star, Rochester, Minn.

Special thanks are extended to all the sponsors: Valley Recreation Products, Huebler Industries, C & N Sales, River City Amusements, LEANI, Mali

Majors division champs, Natural Born Killers, (l-r): Jason Holdaway, Adam Smith, and Aaron Collver.

Cues, Viking Cues, New Image, McDermott Cues, Tom's Q-Stix, Ontario Amusement Games, Elum Music, and numerous other VNEA charter holders. The 9th Championships will take place in Mankato, Minn., next year. ▲

EXPORT SPECIALIST

Your Best Choice In New & Reconditioned Equipment!

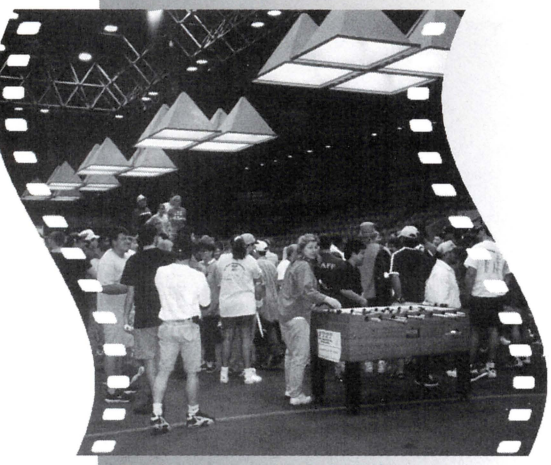
WORLD WIDE DISTRIBUTORS, INC.

SINCE 1943

2730 W. FULLERTON AVE. CHICAGO, IL. 60647-3089
(773) 384-2300 IN IL: (800) 572-4285 FAX: (773) 384-0639
E-MAIL: wwdi@ix.netcom.com
www.inter-mall.com/vendgames/wwdi

DEDICATED TO THE SUCCESS OF THE AMUSEMENT & VENDING MACHINE OPERATOR!

Foosball fireworks at USTSA CHAMPIONSHIPS



The indoor soccer field at the Canton Civic Center was the site of intense foosball competition.

Valley Recreation Products' 1998 $45,000 National USTSA Foosball Championships appropriately took place over the 4th of July weekend in Canton, Ohio, at the Canton Convention Center, home of the Ohio State Valley National Eight Ball Association pool and state dart tournaments.

Fireworks were inside and outside for the holiday event where players competed on the indoor soccer field for top prizes and prestige on Tornado foosball tables. Foosers from Rookie to Pro Master battled for top honors as live television feeds spotlighted the action. The finals took place in the "pit" surrounded by bleachers for full viewing of the matches.

One newcomer Rookie from Ohio was the talk of the championships. Rachel Singratsomboune, described as a nine-year-old bombshell, has been playing foosball for only a year and a half. She's so good that Women Pro category players were asking if she had a partner for the upcoming World Championships.

The 1998 USTSA Tour season finishes with the $125,000 World Championships in Ft. Worth, Texas, over Labor Day weekend, Sept. 2-7. The host hotel is the Ft. Worth Convention Center & Radisson Plaza. For more information on the world event, or foosball tournaments and leagues in general, contact Link Pendley, (517)892-4536 or (888)TOUR-GOLD.

Winners in the July event were:

- **Open Doubles:** Terry Moore of Illinois and Bobby Diaz of Florida.
- **Women's Doubles:** Maggie Dix of Indiana and Dusty Bambenek of Ohio.
- **Open Mixed:** Tom Spear of Colorado and Britany McDonald of Georgia.
- **Open Singles:** Tommy Adkisson of Oklahoma (also voted Most Valuable Player).
- **Women's Singles:** Liz Hill of Oklahoma.
- **35+ Doubles:** Tom Spear of Colorado and Don Shalifoux of Illinois.
- **3500 Limited (point totals):** Chad Whipps and Gayle Skinner, both of California.
- **DYP (by state):** Rob Mares and Mike Bowers, both of Colorado. ▲

Trophies and awards were ready to hand out to outstanding foosball players.

Laurene Sims (l) and nine-year-old Rachel Singratsomboune, both of Ohio, surprise their opponents in Open Women's Doubles.

YOUNG TALENT SHINES AT BCA Junior Championships

The 1998 Billiard Congress of America (BCA) National Junior 9-Ball Championships showcased talented young players who turned out in record numbers to compete July 23-25 at Herbert's Billiards in Secaucus, N.J. At stake were over $75,000 in billiard-related prizes, $18,000 in college scholarships, and the right to represent North America in the 1999 WPA Junior 9-Ball Championships in Europe.

Front row, (l-r): Sarah Rousey, Jana Carroll, Laura Lindauer, and Mike Minichello; back row, (l-r): Brad Weast, Jesse Bowman, Shane McMinn, Jeremy Bolahood, and Tony Ruberto.

Of the over 1,200 preliminary participants, only those players who qualified through local BCA proprietor-member tournaments and BCA junior leagues held throughout the spring advanced to the Nationals.

Returning 1997 National 14 and Under champion Jesse Bowman dominated the tournament. Now 15, Bowman took first place in the Open Division, 18 and Under. Jana Carroll came out the winner in the Girl's 18 and Under, and Shane McMinn captured the top spot in the Open Division, 14 and Under. Bowman, Carroll, and McMinn will join the 1999 Canadian Junior Champion in representing North America at the 1999 WPA Junior 9-Ball Championships in Europe.

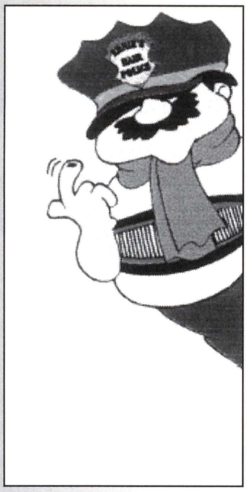
Here are the final results:

- **Open Division, 18 and Under:** 1st—Jesse Bowman, E. Moline, Ill., 2nd—Tony Ruberto, Everett, Mass., 3rd—Brad Weast, Star City, Ark.
- **Girl's Division, 18 and Under:** 1st—Jana Carroll, Texarkana, Ark.; 2nd—Laura Lindauer, N. Miami Beach, Fla.; 3rd—Sarah Rousey, Bloomington, Ill.
- **Open Division, 14 and Under:** 1st—Shane McMinn, Tulsa, Okla.; 2nd—Mike Minichello, Everett, Mass., 3rd—Jeremy Bolahood, Bowmanville, Ontario, Canada.
- **Artistic Pool Open, 18 and Under:** 1st—Paul John Masicotte, Calgary, Alberta, Canada; 2nd—Ruben Silva Jr., Colorado Springs, Colo.; 3rd—Chuck Whiteley, O'Fallon, Mo.
- **Artistic Pool, Girl's 18 and Under:** 1st—Melanie Gilmer, Starkville, Miss.; 2nd—Amie Bolahood, Petersborough, Ontario, Canada; 3rd—Shannon Bentley, Streetsboro, Ohio.
- **Artistic Pool Open, 14 and Under:** 1st—Gregory Way, Littleton, Colo.; 2nd—Chris Weast, Star City, Ark.; 3rd—Tyler McMaster, Surrey, British Columbia, Canada.

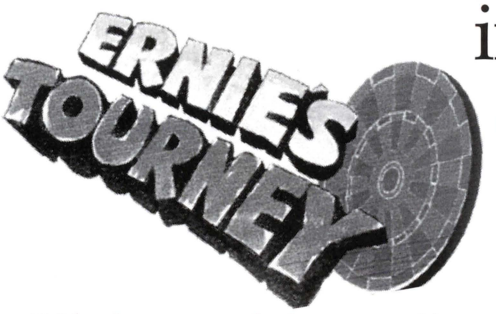
Artistic Pool finalists, (l-r): Amie Bolahood, Ruben Silva Jr., Paul John Massicotte, Tom "Dr. Cue" Rossman (event coordinator), Gregory Way, Christ Weast, and Melanie Gilmer.

BCA All-American Tour Host sites for the fall are: WISCONSIN—Sept. 12-13, Joss Cues 9-Ball Classic in Madison; LOUISIANA—Sept. 19-20, Excalibur 8-Ball Extravaganza at Tournament Billiards in Shreveport; OKLAHOMA—Sept. 26-27, Joss Cue Shootout in Purcell; ILLINOIS—J. Pechauer Custom Cue 9-Ball Classic at Cue Can Do Billiards in Schaumburg; MARYLAND—Oct. 10-11, Viking Cue 8-Ball Shootout at Edgars Billiard Parlor in Baltimore; IOWA—Oct. 17-18, Joss Cues 8-Ball Shootout at Lassiters Billiards in Clinton; NEW HAMPSHIRE—Oct. 17-18, Excalibur Cues 9-Ball Extravaganza at Legends Billiards in Portsmouth; PENNSYLVANIA—Nov. 20-22, Joss Cues Bar Box 8-Ball Championship in Lancaster.

For more information about BCA events, call (319)351-2112; fax (319)351-7767. ▲



Ernie calls up winners in national dart finals



With a keen eye to the humorous side, and the goal of making tournament play memorable, Valley's Ernie's Tourney electronic dart tournament national finals made a splash in Las Vegas, Nev., July 9-11. Players of all skill levels came to enjoy the off-the-wall fun and games that accompanied the competition.

Scott Schroeder, Valley Electronics Division vice president and general manager, commented, "This year's tournament was different from anything Valley has ever done before, in fact, different than anything we've seen before. Players and operators all had fun and really enjoyed the carnival atmosphere."

Operators were equally impressed. Phil Scarborough from Star Service in California, said, "I was there for the entire event and in my opinion, and that of the overwhelming majority of operators I talked to, it was a tremendous success."

Valley restructured its electronic dart tournament, formerly Valley Gold, around one central theme: players having fun. "And to make it as much fun as possible, we built in all kinds of events, contests, and prizes," said Gregg Elliott, Ernie's Tourney director. The unusual events included the Bad Hair Day Match, where players tried to match one of 11 assorted not-so-classic hair styles, and Losers Anonymous where losers could whine, complain, and make excuses (in jest). Other events included the Ernie Look-Alike Contest, Best Throwing Form, and Ernie's Luck O' the Draw.

A participant in Ernie's Tourney National Finals looks for a match on the Bad Hair Day target.

These national championships are the gold ring for players who qualified in local operator tournaments all across the country. Ernie's Tourney kicked off at the local level in January with over 100 operator/qualifier tournaments run by over 70 operators and involving over 10,000 players.

Hundreds of players qualified for the finals in Las Vegas, representing 15 states and 30 operators. Two men and two women earned trips and the honor of representing their country in the European Championships in Slovenia, Sept. 18-20.

Another 46 men and 42 women shared over $15,000 in prize money. In addition, over 100 merchandise prizes were awarded. Players appreciated the structure of the three skill levels (A, B, C) that allowed them to compete against others of the same caliber.

Winners heading for the championships in Slovenia are:

☛ **Men's Team USA:** 1st—Lucky Newbury, Troy Vending, Ariz.; 2nd—Todd Kurtz, Bullseye Inc., Wis.

☛ **Women's Team USA:** 1st—Michelle Schlecht, Dahlco Music & Vending, Mich.; 2nd—Carolyn Nessman, Bullseye Inc., Wis.

Winners in other categories are:

☛ **Men's Singles A:** 1st—Jimmy Pack, Troy Vending, Ariz.; 2nd—Walter Spach, Silvercreek Vending, Ariz.; 3rd—Jerry Jones, Mid South Darts, Ga.

☛ **Women's Singles A:** 1st—Teena Marie Cunningham, Darts & Things, Calif.; 2nd—Candee Morris, Silvercreek Vending, Ariz.; 3rd—Carol Payne, Troy Vending, Ariz.

☛ **Men's Singles B:** 1st—Jess Mann, Silvercreek Vending, Ariz.; 2nd—Norm McNees, Kalamazoo Amusement, Mich.; 3rd—Daniel Aguilar, Sports Indoors, Texas.

☛ **Women's Singles B:** 1st—Jennifer Hoadley, D & B Billiards, Nev.; 2nd—Jolynn Peterson, Darts 4-U, Nev.; 3rd—Michelle Jiminez, D & B Billiards, Nev.

☛ **Men's Singles C:** 1st—Sidney Seymour, Dart 4-U, Nev.; 2nd—Corey Dawkins, K.D. Amusement, Iowa; 3rd—Evan Bigelow, D & B Billiards, Nev.

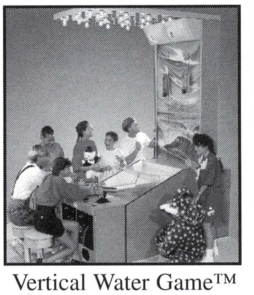
Rapid Fire winners were Jimmy Pack and Bev Hale and Greg Fountaine and Bev Hale.

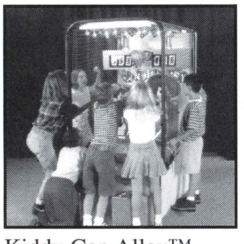
Gary Benson and Judy Mehle were instrumental in the smooth, professional organization of the tournament. Valley staff members are eagerly anticipating next year's tournament. For information on Valley dart leagues and promotions, contact Bob Corrigan, (800)331-5420. For details on Ernie's Tourney, contact Gregg Elliott (800)544-1346. ▲

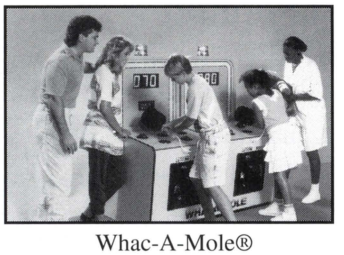
HOT DEALS
CAN MEAN
HOT PROFITS
FOR YOU THIS SEASON!

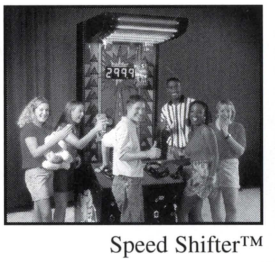
Barrel of Fun™

New BSR Games!
Easy Financing!
No Down Payment!
Low Interest Rates!
No payments for 120 days!


Vertical Water Game™


Kiddy Can Alley™


Whac-A-Mole®


Speed Shifter™

THIS MAY BE THE BEST DEAL YOU WILL EVER MAKE and it could lead to the best season you have ever had. BSR is offering two redemption game packages that have been value priced for this tradeshow season. In addition they have arranged a special financing program with Firestone Financial Corp. It's a great opportunity for you, but you need to act now! The supply of new games for these packages is limited and the special financing program will only last until November 30, 1998. Call today and make a hot deal and hot profits this season!

Bobs Space Racers®

Bob's Space Racers, Inc.
427 15th Street
Daytona Beach, Florida 32117
Ph: 904-677-0761 • Fax: 904-677-0794
E-mail: Sales@BobsSpaceRacers.com
Web: http://www.BobsSpaceRacers.com

© Bob's Space Racers, Inc 1998

CE UL LISTED

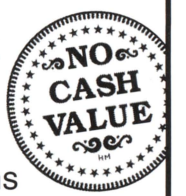
TOKENS

- Video Games
- Redemption
- Souvenirs
- Promotions
- Kiddie Rides

HOFFMAN MINT

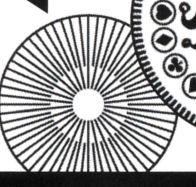
provides:

- **FREE** Artwork Design Service
- **FREE** Use Of Generic Designs



- **Same Day Shipment** Of Stock Tokens, One Week For Custom Orders
- The Highest Quality **AND** Lowest Prices In The Industry

Ask about Dino-Coins, too!



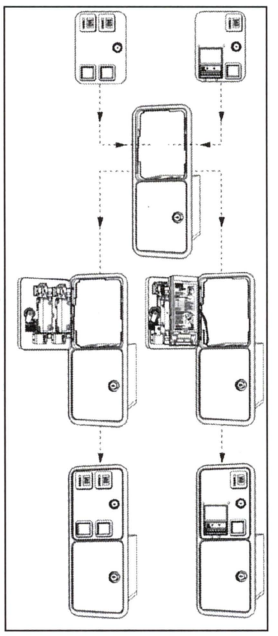
CALL FOR FREE SAMPLES!
800-227-5813

HOFFMAN MINT
P.O. Box 896 • Carmel, CA 93921
408-625-5333 • Fax 408-649-3318
hoffmanmint.com
"Creating Lasting Impressions"

TRADE ACCESSORIES

Flexible coin door system

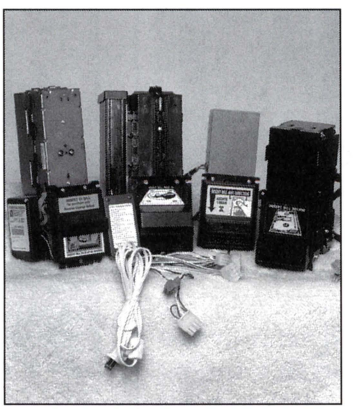
Happ Controls has introduced what it calls the first ever flexible coin door system that changes with your needs. The Convertible Coin/Currency Door System is made with flexibility in mind. The upper door is designed to be easily removed and converted to various door combinations to maximize earnings. Whether it be a two-coin entry or one-coin entry with or without validator, conversion is as easy as removing four screws and installing the upper door of your choice. For easy identification purposes, each Convertible Coin/Currency Door System has a yellow label just under the lock inside the upper door.



For more information, contact Happ Controls, (847)593-6130; (888)BUY-HAPP; fax (847)593-6137; Web site (www. happcontrols. com); e-mail (info@happcontrols.com).

Pocket tester

Capital Vending of Laurel, Md., is now offering several dollar bill validator testers. The pocket testers are used to check the operating condition of validators made by Maka/Conlux, Ardac, Mars, Rowe, and Coinco.



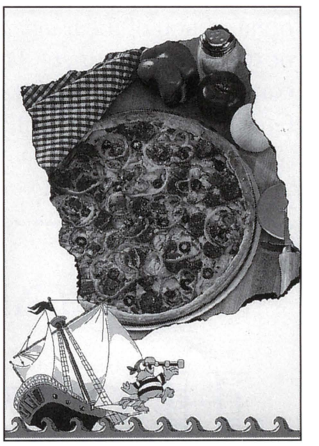
Testers are available for either 120 volt or 24 volt validators. The testers have been designed so that validators may be tested while they are still in a vendor or at a workbench. The testers plug into a standard wall outlet.

In addition to the pocket testers, a shop test fixture capable of testing both changers and validators is now available. It will test MDB, 24 volt, and 120 volt changers and validators.

For more information, contact Capital Vending, (301)419-3189; (800)814-7756 outside Md.; fax (301)419-3661.

Pizza dough

Pizzas of Eight is now offering a pre-sheeted form of its frozen pizza dough ball. Created by Bob Petrofsky, vice president of research and development, it is nearly identical to the frozen dough ball without the extra work involved with the dough ball.



Unlike a frozen dough ball, the pre-sheeted product is pulled the day of use and is ready to bake in just two hours. It cuts down the guessing game associated with the dough ball that must be pulled two days in advance.

Pizzas of Eight sees this as a welcome change for large amusement centers because of the ability to respond faster to surges in customer traffic. With the pre-sheeted dough it is now possible to expand into areas that were previously inconceivable.

For more information, contact Pizzas of Eight, (314)432-8290; (800)422-2901; fax (314)432-0266.

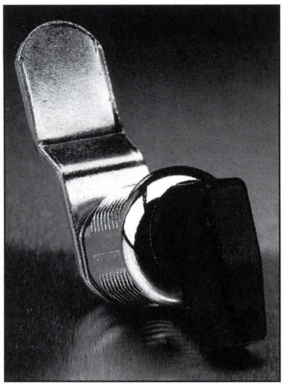
NFL licensed product

Great Lakes Dart, a leading manufacturer of darts and related products, is now offering National Football League (NFL) licensed darts and billiard products. Partnering with NFL licensee, Abbacus Inc., Great Lakes Dart has a complete line of NFL gaming merchandise, including darts, dartboards, billiard cues, balls, racks, and carrying cases. In addition, it offers a variety of soft-tipped darts and billiard products featuring the NFL logo and individual team logos.

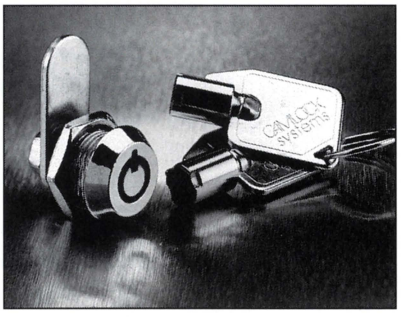
For more information, contact Great Lakes Dart, (414)679-8730; (800)225-7593; e-mail (gld@great-lakesdartmfg.com).

TRADE ACCESSORIES

CamLock security products



CamLock Systems has introduced three new items to its line of products designed for the music and games industry: the Series 10 Double Entry Cam Lock offers added security with a convenience key while the eight-disc tumbler mechanism provides thousands of key combinations. It comes in an alloy die cast body with a bright chrome finish. It can be masterkeyed to special order.



The Series LL Cam Lock Style Thumb Latch can replace most cam locks where key operation is not required. It comes with a sturdy black chrome die cast handle and is easy to operate. The Series 13 Miniature Tubular Cam Lock is ideally suited for limited space applications.

With a reliable four-pin tubular lock mechanism, the lock has a die cast housing with brass components.

For more information, contact Chicago Lock Co., the exclusive distributor of CamLock Systems products, (888)972-6373.

The Myth Destroyer

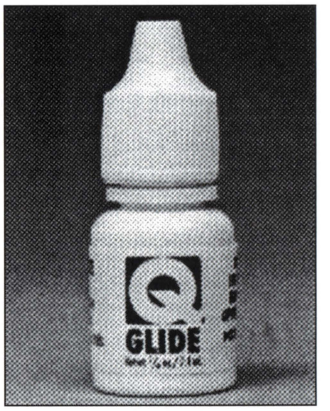
Bob Meucci of Meucci Originals, famous for billiard cues, decided he was fed up with all the baloney he heard from other cue makers and self-appointed experts, so, as a journeyman tool and die maker and master inventor, he invented a steel and aluminum tool, you may want to call the "Titanium Bobby." However, Meucci chose to name this accurate machine The Myth Destroyer. He described it as the perfect machine to test all aspects of the play of a cue with accuracy measurable to within a thousandth of an inch.

Meucci has introduced a video tape that compares all major cue brands for their performance (with the same weights, top size, and cue length). The video is designed to show how they stack up for their power, ability to amplify stroke, cue ball deflection, and all other important aspects of a cue's playability.

For more information, contact Meucci Originals, (800)MEUCCI; fax (602)562-0066; Web site (www. meuccicues.com).

Cue care products

Q Performance Cue Care from PCC Products include Q Clean, a cue shaft cleaner; Q Smooth, a cue shaft burnisher and smoother; Q Slick, sealer and slicker; and the new Q Glide, the ultimate anti-friction surface treatment.

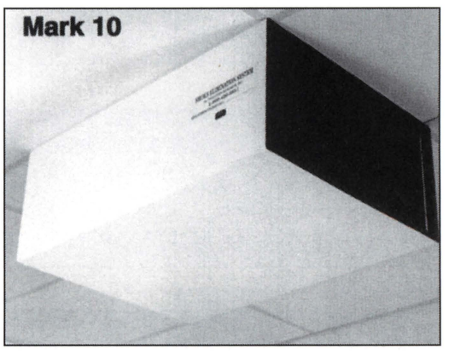


The newest product, Q Glide, offers a super gliding, anti-friction, high-sheen surface with just one drop. It provides a long-lasting satin smooth finish and it's odorless. Q Glide is ideal for wood, graphite, and fiberglass cues, is quick spreading, and will not stain or leave residue.

For more information, contact PCC Products, phone/fax (503)231-4889.

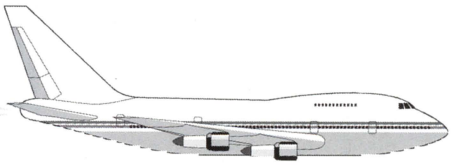
Smoke elimination systems

Pollution Research & Development, manufacturer of H.E.P.A. clean air systems is offering units ideal for larger locations like game rooms and FECs. The Pollution Research air cleaner uses a powerful variable speed blower to draw the air from smoke-filled areas. As the air is drawn through the high-efficiency filter media, 99 percent of the smoke particles are removed on each pass. The clean air that is constantly discharged into the area is refreshing and remarkably free of smoke and other contaminants like dust, dirt, pollen, etc.



For more information, contact Pollution Research & Development, (603)542-5225; (800)426-2611; fax (603)543-6717. ▲

TRAVEL TRACKS



AMOA International Expo '98 — September 17-19

Nashville, Tenn.
Opryland Hotel. Call (800)937-2662 or (312)245-1021; fax (312)245-1085.

PM

36th JAMMA Show — September 17-20

Tokyo, Japan
Tokyo Big Sight. Call 81-3-3438-2363; fax 81-3-5472-7115.

World Gaming Congress — September 23-25

Las Vegas, Nev.
Las Vegas Convention Center. Call (212)594-4120; fax (212)714-0514

Amusement Park China '98 — September 23-25

Shanghai, China
Shanghai Mart. Call (852)2965-1628; fax (852)2824-0178.

FER-Interazar — September 30-October 2

Madrid, Spain
Call 34-1-445-37-02; fax 34-1-594-30-05.

Leisure Industry Week — October 6-8

Birmingham, United Kingdom
Call 01932-564455; fax 01932-560009.

Cairo Fun and Amusement Expo — October 7-11

Nasr City, Cairo, Egypt
Cairo International Congress Centre.
Call +20 50 349404; fax +20 50 349404

18th Annual Waterpark Symposium and Trade Show — October 8-10

Orlando, Fla.
Call Patty Miller, (913)599-0300; fax (913)599-0520.

8th Fun Expo — October 14-17

Orlando, Fla.
Orange County Convention Center. Call (888)FUN-EXPO or (203)840-5606; fax (203)840-5593.

PM

NAMA National Convention and Trade Show — October 15-17

Chicago, Ill.
McCormick Place. Call (312)346-0370; fax (312)704-4140.

ENADA — October 15-18

Rome, Italy
Rome Fair (Via dei Georgofili). Call (06)4403686 - 4402718 - 88473217; fax (06)4402718.

5th Park Show International — October 21-24

Rimini, Italy
Call 39-541-71-1711; fax 39-541-78-6686.

Amusement Industry Expo, I-X Center — October 27-29

Cleveland, Ohio
Call (800)870-3976 or (216)265-2619; fax (216)265-2621.

NDA 5th Annual Singles and Doubles International Championships — October 30-November 2

San Francisco, Calif.
Marriott San Francisco Airport. Call (800)808-9884; fax (317)387-0999.

Australia Amusement Expo '98 — November 2-5

Queensland's Gold Coast, Australia
Royal Pines Resort. Call Ken Priest, 61-7-3841-1021; fax 61-7-3841-1332.

IMA — November 18-21

Frankfurt, Germany
Frankfurt Fairgrounds. Call +49-211-901-9182; fax +49-211-901-9127.

80th IAAPA Convention and Trade Show — November 17-21

Dallas, Texas
Call (703)836-4800; fax (703)836-4801.

PM

PM denotes shows where ***Play Meter*** will be exhibiting. Please stop by and introduce yourself to our staff.

PLAY METER magazine

Have your own copy of **Play Meter Magazine** delivered to your home or office. Call **(504) 488-7003** or FAX **(504) 488-7083** to start your subscription today.

PLAY METER MAGAZINE • P.O. BOX 24970 • NEW ORLEANS, LA 70184-9988

Yes! I want to receive every issue of Play Meter. Please enter my subscription as shown below:

☐ Mr. ☐ Ms. Name _____

Street _____

City _____ State _____

Zip _____ Telephone _____

Signature _____ Date _____

Title _____

Company _____

☐ Payment Enclosed ☐ Bill me

Charge my: ☐ Visa ☐ MasterCard

Card No. _____ Card Exp. Date _____

		USA	*Canada	*Foreign
☐ New	☐ 1 yr.	$60.00	$60.00	$150.00
☐ Renewal	☐ 2 yr.	110.00	110.00	
	☐ 3 yrs.	150.00	*Payable in U.S. currency only	

Check One:

☐ Manufacturer ☐ Route Operator ☐ Support & Supply

☐ Distributor ☐ Arcade Operator ☐ Technician

☐ Other

Please Specify:

_____

CLASSIFIEDS

Play Meter's classified advertising is primarily intended for: buyers and sellers of used equipment, support and supply firms and employment opportunity ads. You may pay by check, money order, Visa or Mastercard. The deadline is usually the 15th of the month prior to issue (example: August ad must be in by July 15). Send ad orders to Play Meter Magazine / P.O. Box 24970 / New Orleans, LA 70184 or fax: (504) 488-7083.

FOR MORE INFORMATION, CONTACT CAROL LEA: (504) 488-7003

If you have problems with or questions about any advertiser, PLEASE CONTACT US. We keep a file on all complaints.

PROGRAMERS

EMP-20 **$495**

SA-20 **$695**

EMP-10 **$295**

C & P Distributing

www.cpdist.com
Tel: 219-256-1138
Fax: 219-256-1144

READERS/ ADVERTISERS

We do not knowingly accept ads for copies or licensed games involving a third party. We do not print prices on games currently in production. We encourage advertisers to include their name, address, and phone/FAX numbers for the purpose of credibility. We do not accept ads from companies who consistently advertise products they do not have or from companies that we receive multi-complaints about.

PLAY METER MAGAZINE

REVOLUTIONARY NEW PATENT TOOL!

David Pressman's
PATENT IT YOURSELF SOFTWARE
Developed by Nolo Press & EDS

$229.95

Everything you need to prepare and file a legal U.S. patent application without a lawyer.

- Full stand-alone program.
- All forms you need with step-by-step instructions.
- Fully searchable version of David Pressman's bestselling book, *Patent It Yourself.*
- Context-sensitive, online legal and program help.

SITE LICENSES AVAILABLE.
To order or for more information:

219-256-1138

NOLO PRESS

NEED LOCKS??
(800) 422-2866

NEED SECURITY BARS???
CALL (800) 422-2866

NEED BULK VENDING EQUIPMENT??
CALL (800) 262-2866

DEITH DISTRIBUTING

EXPORT *SALES* DIVISION

AMERICA'S NO. 1 EXPORT DISTRIBUTOR

THIS LIST REPRESENTS A SAMPLE OF PRODUCTS OFFERED

VIDEOS

ATARI = California Speed
ATARI = Radikal Bikers
ATARI = Vapor TRX
CAPCOM = Street Fighter Alpha 3
KONAMI = Racing Jam
MIDWAY = Hyperdrive
NAMCO = Soul Caliber
NAMCO = Time Crisis 2
OPUS = Actua Soccer Arcade
SEGA = Harley Davidson
SEGA = House of the Dead
SEGA = Rally 2
SEGA = The Lost World
SEGA = Daytona 2
SEGA = Virtua Striker II, World Cup '98

PINBALL

SEGA = Lost In Space

JUKEBOXES

ROCK-OLA = Legend
ROWE = Storm CD
WURLITZER = Princess

REDEMPTION

ICE = Cyclone
LAZER-TRON = Prize Zone
DYNAMO = Hot Flash
SAMMY = Sports Arena
MERIT = XL Trivia Countertop

Call or fax for a complete listing

DEITH DISTRIBUTING INC.

382 Willis Avenue • Roslyn Heights, NY 11577-2322

MEMBER OF
AAMA
AMOA
Amusement & Music Operators Association

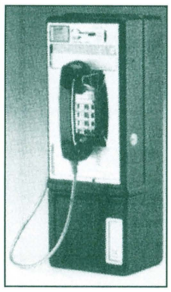
Ph: 516-621-1234
Fax: 516-621-1238

E-MAIL:deith@deithdist.com
http://www.deithdist.com

INTERNATIONAL ASSOCIATION OF AMUSEMENT PARKS AND ATTRACTIONS
IAAPA

BELL STYLE & DESK TOP

PAY PHONES



BEST WHOLESALE PRICES IN THE U.S.....

WE WILL NOT BE UNDERSOLD!

PRICES STARTING AT $125.00!!!!!!!!!!!!!!

G-TEL

ENTERPRISES INCORPORATED

www.gtel.com

1-800-884-4835 • FAX 281-550-1028

AMERIMUSEMENT, INC.

830 W. 75th St. • Suite 134 • Willowbrook, IL 60521

FAX: 708-672-0503

800-300-8692

PINBALLS

Addam's Family 1595
Batman Forever 1495
Big Hurt 1195
Congo 1650
Cue Ball Wizard 850
Demolition Man 1095
Dr. Dude 745
Dracula 995
Fish Tales 1195
Johnny Mnemonic ..1195
Junk Yard 2095
Jurassic Park 995
Lethal Weapon 3 795
Mario Andretti 1595
Red/Ted Road Show .1395
Rescue 911 850
Shadow 1250
Slugfest 795
Star Trek N.G. 1395
Strikes 'n Spares 895
Super Mario 795
Tales From Crypt ...1095
The Getaway 895
Twilight Zone 1095
Waterworld 1095
Word Cup Soccer ...1295

PUSHERS

Dream Boat (1 Plyr.) .1795
NY, NY (2 Plyr.) 3995
Klondike 1 Player 1995
Rock & Roll (1 Plyr) ..1995
Rock & Roll (3 Plyr) ..5295

S/D & Deluxe Videos

Alpine Racer 2 small. .6995
Area 51 1995
Bass Fishing 50" ....call
California Speed s/d .4995
Cruis'n USA s/d 3495
Cruis'n World s/d ...4995
Cyber Sled Twin s/d .1695
Daytona Twin s/d ...8995
Daytona Ltd. Ed Single 4695
Final Lap 2 Twin s/d .1795
G-Loc Del. s/d 2495
House of the Dead. ..5995
Indy 500 Twin s/d ...6995
Lucky & Wild s/d ...1995
Maximum Force 2495
NFL Blitz 3295
Race Drivin s/d 1095
Sega Super GT Twin s/d 10,995
Suzuka 8 Hours 2 Twin s/d 4995
Virtua Racing Twin s/d 2995

JUKEBOXES

Firebird Wall 2250
Fire Bird II Wall 2650
Performer Wall 2675
Rowe CD 100 C 2695
Rowe CD 100 E 3195

NEW SPECIALS

Noel Lax Rotary (1 & 4 Plyr.) .Call
Taylor 18-Gun Electronic Shooting Gallery ...Call

REDEMPTION

Barnyard Babies 1695
Big Bertha 1695
Circus Hi rise 1995
Cranes .....From 500
Cyclone Jr 2495
Froggy 1995
Home Run Hitter 1295
Magic Coloring Book 1695
Mask 1495
Paint & Puzzle 1595
Robo Bop 1995
Shoot To Win 2 Hoops ..1595
Skee-Balls 10'/13' ....From 750
Spin to Win Twin w/progressive 2495
Tic-Tac-Toe twin 1995
Whac-a-Mole 2195
Compressor and High Score of the day
Wheel 'Em In 1595

Non Coin Operated Kiddie Rides

Sartori Lunar Round ...Call
Sartori Mini Airport ....Call
Stacy Johnson Kiddie Gondola Wheel w/6 tubs call
Majestic Bumper Cars ..Call
Carousel USA Merry Go Round .....Call
Sartori Wet Boat .....Call

SOFT PLAY UNITS

Various sizes .....Call
Softplay Omni Play Soft .Call

If what you need is not listed please call us. We may be able to find it for you.

Eldorado Games

Flat-Rate Board Exchanges

- **Videos**--from Space Invaders to Champions
- **Pinballs**--All Bally, Stern, and early Williams
- **Hard-to-Find parts** available including manuals & schematics

Low Rates
Fast Service
Call for price quote

714-535-3300

911 South East St.
Anaheim, CA 92805
FAX 714-535-3396
Web: www.eldoradogames.com

Bob Jordan Amusement & Distributing 800-288-5009

Serving the Southwest since 1952

JUKEBOXES

Rock-Ola 8000X .....Coming Soon
Rock-Ola 7000X New or Used ....CALL
Rock-Ola 7500X .....CALL
Rock-Ola 60001X $2995
Rock-Ola 6000X $2595
Rock-Ola 5000X Special Offer $1795
Rock-Ola 4000X $1750
Rowe CD 51 .....$2050

REDEMPTION

Merlins Magic 6 Ply with Hoppers $6000
Rock N Roll Pusher 2 Ply $3595
(8) 10 Ft. Smart Balls Linked With Jackpot .....$500 ea.
Rags to Riches $995
Cosmo Gang $795
Full Court Frenzy $1095
Dump the Ump $1950
Gold Touch $3500
Aftershock $1695
Pool Tables-Valley Model 25 through ZD6 .....Starting at $700
Kiddie Rides-Over 15 Older Models Available--Starting at $150
Drink and Candy Machines-New and Used R-O International
Used Vendo and National
More Redemption Available--Call For Complete List

FOR SALE: (50) Eight-Liners Starting at $1000 ea.

Large Selection of Videos and Pinballs Also Available
Used Equipment Off of Our 2 Large Routes
Large Selection of Used Kits - Call For Complete List
5617 Villa Dr. • Lubbock, TX • (806) 747-5297 • Fax (806) 741-1313

50TH STATE COIN-OP 1-800-424-5050 or FAX: 808-682-4789

IT'S SHOWTIME!

SHOW SPECIALS!
DAYTONA DELUXE and VIRTUA RACING DELUXE $10,000 Package Deal!

KIDDIE RIDES

Blue Cosmos	$895
Bull Dozer	$695
Carnival Horse	$695
Classic Car	$1,495
Classic Carousel	$1,995
Cow	$895
Crocodile	$1,295
Cruiser	$1,095
Custom Car	$1,495
Dino	$695
Dune Racer	$1,695
Elephant	$1,195
Ferris Wheel	$1,095
Fire Truck	$1,695
Flintmobile	$1,695
Flintstone Dino	$1,695
Free Willie	$1,795
Jazz Car	$3,295
Jetmobile	$1,695
Land Eagle	$1,295
Mean Machine	$1,995
Petito	$895
Robot	$995
Santa Fe Train	$995
Tractor	$995
Veteran Van	$1,695
Z-327 Car	$1,795

PINBALL

Batman Forever	$1,595
Baywatch	$1,295
Demolition Man	$ 895
Flintstones	$1,195
Frankenstein	$1,495
Golden Eye	$1,695
Guns and Roses	$1,295
Jackbot	$1,395
Johnny Mnemonic	$1,495
Judge Dredd	$ 995
Lethal Weapon 3	$ 795
Lost World	$2,695
Maverick	$1,095
NBA Fastbreak	$2,695
No Fear	$1,495
Road Show	$1,495
SF II Pin	$ 795
Shadow	$1,495
Shaq Attaq	$1,295
Space Jam	$2,495
Star Wars Trilogy	$2,495
Stargate	$1,295
Twister	$1,895
WWF Royal Rumble	$ 795

REDEMPTION

2 Minute Drill	$1,995
3 Little Pigs	$1,395
Big Haul (2 players)	$7,150
Awesome Rat	$ 495
Bowler Roller (per lane)	$ 400
Bozo (Ping Pong Toss)	$ 995
Chicken Dash	$2,095
Cosmogang	$ 900
Dump The Ump	$1,195
Fling Shot	$1,995
Frog Ball	$ 600
Froggy	$1,495
Full Court Frenzy	$1,550
Godzilla Wars, Jr.	$1,495
Golly Ghost	$2,995
Hightops	$1,495
Home Run Hitter (3 Lanes with flashy sign)	$3,900
Hoop It Up	$2,395
Hoop Shot BTC	$ 695
Jr. Basketball	$ 995
Jungle Picnic (Hi)	$2,495
Mouse Attack	$2,195
Paint N Puzzle	$1,595
Pirates Gold	$1,995
Pop A Ball	$ 695
Rock n Bowl	$ 600
Roll Down	$1,295
Roll For Gold	$1,895
Skeeball 13' (H model)	$1,295
Super Bank It	$1,095
Triple Play (2-unit w/prog)	$4,500
UBQB	$1,295
Wedges & Ledges	$1,200
Wheel 'm In	$1,595

MISCELLANEOUS

Bill Changers	$1,200 & up
Giant Gumball	$595
Mini Air Hockey	$1,200
Mini Photo Booth	$795
Photo Sticker	$5,000

VIDEO DLX.

BOTTS	$ 700
Cyber Sled (2 plyr tank)	$2,700
Enduro Racer	$ 695
Fast Draw	$1,595
Final Lap 2 (2 player sit)	$1,795
Outrunners	$4,000
Rad Mobile (S/D)	$2,000
Rave Racer (1 player dlx)	$3,300
Ridge Racer (1 player dlx)	$4,350
Road Riot	$895
Road Riot 4WD (S/D)(HI)	$1,095
Sega Rally Twin	$8,700
San Fran Rush	$5,495
Solar Assault	$8,995
Super GT Twin	$11,995
Suzuka 8 4 Bike w/tower	$7,500
Suzuka 8 II-4 Bike w/tower	$9,000
Time Crisis dlx	$6,300
T-Mek	$3,100
Virtua Fighters 3 dlx	$10,500
Virtua Cop 2	$3,295
Virtua Cop dlx	$4,895
Virtua On	$3,750
Virtua Racin Twin	$2,500
Winging Heat	$3,200

BOARDS & NEO GEO

Fighting Vipers	$1,000
Marvel Super Heros	$ 350
NBA Jam Max Hangtime	$ 795
Street Fighter 3	$1,195
Soul Edge	$ 595
Vampire Savior	$ 495
X-Men	$ 225
X-Men VS SF	$ 495
Burning Fight	$ 25
Fatal Fury Special	$ 75
Metal Slugs	$ 225
Samurai Showdown I	$ 25
II - $ 50 / III - $ 75 / IV - $ 125	

VIDEO STANDUPS

Dead or Alive	$1,195
Die Hard (titan)	$1,195
Dungeons & Dragons 2	$ 695
Egg Venture	$1,595
Fighting Vipers	$1,695
Funky Head Boxer	$ 595
Gem Fighter	$1,795
Killer Instinct	$ 895
Killer Instinct 2	$1,395
Lazer Ghost	$ 500
Locked & Loaded	$1,395
Mace	$2,195
Marvel	$ 795
MK3	$ 995
Mortal Kombat 2	$ 495
Namco Classic	$ 995
NBA Jam Hangtime	$1,195
Open Ice	$1,195
Plasma Sword	$1,695
Police Trainer	$1,895
Police Trainer 33"	$3,995
Raiden Fighters	$1,295
Run N Gun 2	$1,295
Revolution X	$1,195
Rushin Heros	$ 995
SF Movie	$ 495
SF3-2nd Impact	$1,595
Soul Edge	$1,195
Street Fighter 3	$1,395
Striker 1945-II	$1,095
Tekken 2	$1,495
Time Crisis 27"	$4,000
Title Fight	$1,395
Under Fire	$ 925
Vampire Savior	$ 695
Viper Phase 1	$ 495
Virtua Fighters	$ 795
Virtua Fighters 2	$1,695
Wrestlemania	$1,095
X-Men vs SF	$1,295
Zombie Raid	$1,295

CRANES/VENDING

A-Mok (Egg Vendor)	$699
Baby Monster Crane (HW)	$1,695
Diamond Mine	$795
Jackpot Rotary	$1,695
Shot Clock 2	$2,595
Single Crane ('84)	$1,695

FEATURES
MANDALA REALITY $18,000 PIZZA MACHINE $10,500

VISA

50TH STATE COIN-OP

Web Page: http://www.gamegod.com

MID-CITY DISTRIBUTING

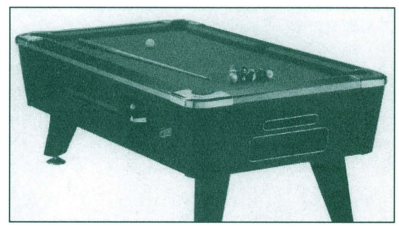
2451 St. Mary's Ave., Omaha, Nebraska 68105

- *New* VALLEY ZD-7 POOL TABLES
- AMERICAN CHANGERS ALL MODELS
- *New* TORNADO FOOSBALL TABLES
- *New* DYNAMO FOOSBALL TABLES
- GALAXY GAMES by CES COCKTAIL VERSIONS VOL. I & II
- *New* MICRO MFG. GLOBAL TOUCH HD COUNTERTOPS
- *New* ROWE STARLIGHT & STORM WALLBOXES
- *New* SMART CRANES

NEW! **Dynamo's**

HOT FLASH II Air Hockey

& TOP BRASS POOL



★ **NOW SHIPPING:** ★

MEGATOUCH XL CD-ROM

Also **COUNTERTOPS & CABARETS**

...YES WE HAVE TOURNAMENTS

CALL NOW!

YES! **WE HAVE USED MEGATOUCH GAMES**

REDEMPTION GAMES

Cyclone, Big Haul, Spin to Win, Claim Jumper, Austin Powers, Treasure Falls, Jungle Jive Smokin' Token, Twister, Dino-Spin Super Hoop La, Pirates Revenge, Ice Ball,

Call Us For All Your Redemption Needs!!!

New!

NSM JUKEBOXES

– All Models –

WE TRADE!

New **Sega**

STARSHIP TROOPERS

– Pinball –

BLOW OUT PRICE!

New

Atari's CALIFORNIA SPEED

- **VAPOR TRX & SITE 4**
- **RADIKAL BIKERS**

New **SEGA DAYTONA II**

Single or Deluxe

Let's Deal!!!
We still have
THE LOST WORLD 29"

New **INCREDIBLE TECHNOLOGIES**

- P.J. 3D '98 Golf
- World Class Bowling

Dedicated or Kits

UPDATE YOUR OLD 3D GOLFS TO 3D "98"...Call for a Kit!

Call your salesman today!

Bryon Murta, Scott Tompkins & Michael Hoberman

FINANCING AVAILABLE ON ALL EQUIPMENT!

member of: AMOA Amusement & Music Operators Association

We sell all major brands of Jukeboxes, Darts, Pinballs, Video Games & Cranes New & Used!

local: 402/341-5300 toll free: 800-341-5366 fax: 402-345-2653

MasterCard VISA

MID-CITY DISTRIBUTING

2451 St. Mary's Ave., Omaha, Nebraska 68105

NAMCO

New – TIME CRISIS II –
– EHRGEIZ –
– RAPID RIVER –

SPORTS ARENA

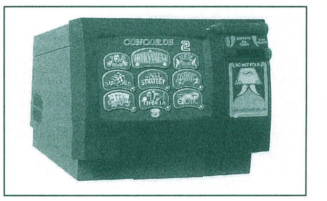
By Sammy USA

New

CALL TODAY!!

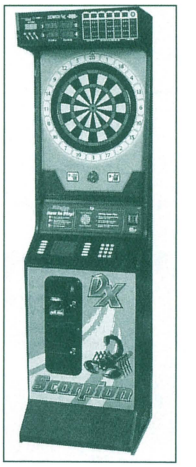
NEW CONCORDE II

Countertop & Upright



$200.00 REBATE

New MERIT SCORPION DX Electronic Darts



WE TRADE

Call for Our Price!!!

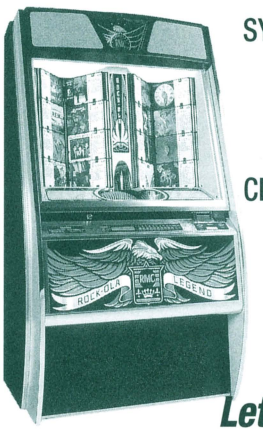
KONAMI

New

Kits or Dedicated

Get Our Price!

New ROCK-OLA



SYBERSONIC LEGEND

ROCKET

CD BUBBLER

CORVETTE

HARLEY DAVIDSON

Let's Deal!

ATTENTION

ALL ROUTE *and* ARCADE OWNERS!

INSTANT CREDIT

– For New –

Pinballs, Jukeboxes, Video Games, Darts, Pool Tables, Cranes, Redemption, Kiddie Rides

2-3-4 YEAR LEASE TO OWN

Available to anyone in all 50 states W.A.C.

CONVERSION KITS

Dynamite Cop	Call
Fisherman's Bait	Call
Irritating Maze	Call
Marvel Vs. Capcom	Call
Merit CRT-260 Upgrade	Call
Merit Megatouch 6	Call
Merit XL CD R-5 Upgrade	Call
Neo-Geo Cup '98	Call
P.J. Golden T '98 3D Golf	Call
Police Trainer	Call
Raiden Fighters 2	Call
Real Bout Fatal Fury 2	Call
S.F. Rush the Rock	Call
Sharp Shooter	Call
Soul Caliber	Call
Street Fighter EX 2	Call
Surf Planet	Call
World Class 3D Bowling	Call
Zero Point	Call

D/B/A SALE

New HSV-300	$175
New JCM PB145-2	295
New Mars AL-4	360
New Mars GL-5	385
New Mars AE-2411 Stacker	350
New JCM 600 Stacker	495

All Bill Acceptors Are Complete with Mounting Kits.

MasterCard VISA

local: 402/341-5300 toll free: 800-341-5366 fax: 402-345-2653

Alpha-Omega Sales, Inc.

Established in 1969 Phone: 732-254-3773; *Toll Free:* 800-253-4045

Alpha-Omega Sales is a leading force in the coin-op entertainment industry. We sell both new and reconditioned video, redemption and pinball to foreign & domestic markets. Games are reconditioned to your satisfaction, and come with a 60-day guarantee. Call us for complete details, and our **full-15 page Price List!**

FRANK "THE CRANK" SENINSKY

HOTTEST NEW REDEMPTION!

DINO SPIN!
Claim Jumper!
Colorama!
Fortune Teller!
Match Em Up!

Attack Fr. Mars	$2,799
Junkyard	$2,199
Medieval Madness	$3,199
NBA Fast Break	$1,799
No Fear	$1,399

Recond. Sit Downs

Cool Rider	$2,999
Cruisin USA Twin	$6,799
Cruisn Wrld. Twin	$9,799
Cybersled	$1,999
Daytona Twin	$8,199
Dirt Dash	$3,599
Lucky & Wild	$1,999
Off Road Ch. Twin	$9,999
Outrunner Twin	$4,599
Ridge Racer 2	$6,299
San. F. Rush Twin	$8,999
San. F. Rock Twin	$9,499
Speed Racer Twin	$3,499
Suzuka 8 Twin	$3,699
Suzuka 8 II Twin	$4,499
VR Racing Dlx.	$3,699
VR Racing Twin	$1,799

Recond. Redemption

Chicken Dash	$899
Coin Circus Jr.	$799
Digger Prize	$1,599
Gimme Five	$499
Hitter's Rally	$2,799
Hollywood Stars	$499
Hungry Hippo	$999
Mask	$1,599
Mouse Attack	$1,599
Punch Belly	$1,599
Shot Clock	$999
Six Gun Saloon	$999
Skee-Ball 10'	$999
Sonic Hedgehog	$599
Star Shooter 2 Pl.	$1,599
Steer Crazy	$1,299
Sup. Rock N Bowl	$999

Reconditioned Videos

Alpine Racer 50"	$8,999
Alpine Racer II	$9,499
Aqua Jet	$9,999
Gunblade 50"	$7,999
House of Dead 50"	$9,999
Irritating Maze	$1,599
Marvel vs S.F.	$1,599
Max Force 25" Ded.	$1,999
Max Force 39" Ded.	$3,099
NFL Blitz Ded.	$3,699
Off Road Ch. u/r	$3,699
Radikal Bikers	$3,599
Street Fighter 3	$799
Tekken 3	$2,399
Time Crisis 50"	$5,699
Virtua Cop 2	$1,599
Wave Shark	$8,599

Alpha-Omega Sales, Inc. 12 Elkins Road, East Brunswick, NJ 08816
Fax: 732-254-6223; e-mail: AlphaOmegaInc@Juno.com; Web Site: http://www.alphaomegaamus.com

TOPLESS WIRE HARNESSING

Now, do we have your attention???

C.T.W.H.

Where the best in the business come for....

8-Lines • Phone Sweepstakes • Turbo • JAMMAS

and Custom Assemblies

QUALITY--PRICE--DELIVERY

We do it all!!! Call us Now!!!

1-800-405-2894

NOBODY
BEATS OUR EARNINGS!

P&E MACHINES EARN MORE BECAUSE THEY JUST KEEP WORKING. AND WORKING AND WORKING AND WORKING AND...

ALL GAMES ARE AVAILABLE IN ALL CONFIGURATIONS

WORKS-IN-THE DRAWER UPRIGHT

ALL MODELS AVAILABLE IN REDEMPTION VERSION WITH TICKET DISPENSER OR PRINTER

SITDOWN MODELS

9" & 13" MODELS AVAILABLE

QUALITY & SERVICE YOU CAN DEPEND ON

- COMPLETE GAMES
- PCB's
- HARNESSES
- B/A's
- TICKET DISPENSERS
- ALL COMPONENT PARTS

AUTHORIZED DYNA DISTRIBUTOR!

BUY ALL THE GREAT DYNA BOARDS DIRECT INCLUDING...

NEW!!! TRIPLEJACK

16-LINE BOARDS

- CHERRY MASTER 97
- CHERRY BONUS III (NO SATELLITE)
- SUPER CHERRY MASTER
- CHERRY ANGEL

8-LINE BOARDS

- CHERRY MASTER
- CHERRY 96 SPECIAL EDITION
- SKILL CHERRY 97
- CHERRY DELITE
- ROYAL POKER
- JINGLE BELLS
- TREASURE CITY
- REEL-N-QUAKE
- CHERRY 96
- POKER MASTER (C MASTER & POKER)
- SUPER CHERRY MASTER PLUS
- CHERRY DELITE
- FRUIT BONUS 96
- FRUIT BONUS 96 SPECIAL EDITION
- SUPER TREASURE ISLAND
- MAGICAL ODDS

WINNER'S TOUCH UPRIGHT AND *NEW* COUNTERTOP VERSION

DOLLAR BILL ACCEPTORS

- MARS AL-4
- MARS GL-5
- JCM
- "AMAZING PLUS" CASH CODE
- MARS AL-4 w/STACKER
- MARS GL-5 w/STACKER
- JCM w/STACKER
- HSV-300
- CASH CODE w/STACKER

P&E Technologies,Inc. 500 Central Avenue Atlantic Highlands New Jersey 07716

732-872-9800 800-979-9801 Fax: 732-872-0003

SLOT MACHINES

Top quality, reconditioned or as is machines and service after the sale.

* Buy & Sell
* Export & Transport
* Technical Support

BALLY * IGT
SIGMA * UNIVERSAL

R&J SLOTS

249 Blue Ridge Dr. * Orange, VA 22960

Call today! (540) 672-4500

FIELD SERVICE TECHS WANTED

FOR ARCADE EQUIPMENT

WE PROVIDE:

- Training
- Technical Support
- Tools
- Opportunity For Advancement
- Mileage
- Benefits & 401K

YOU PROVIDE:

- High Quality of Work Ethics
- Reliability & Dependability
- Ability of Self Starter
- Desire For Advancement

TRAINING LOCATIONS

- Cleveland
- Pittsburgh
- N. Carolina
- Baltimore
- Detroit
- W. VA.
- Florida
- Toronto
- Niagara Falls

RELOCATION A PLUS

SEND RESUME TO:

VGR SYSTEMS

12117 Berea Rd. • Cleveland, OH 44111
(216) 671-6900 • Fax (216) 671-5565
E-mail: vgrsys@aol.com • Website: vgrsys.com

DARTS

ARACHNID -- ENGLISH MARK DART
SUPER SIX PLUS TWO
CLEAN -- SHARP--STREET READY--XTRA DARTS
$395.00
GALAXY
VERY SHARP -- TOP OF THE LINE
$1095.00

SMART CRANES

34" OR 42" REGULAR CLAW
VERY CLEAN -- READY TO GO
$1495.00

REDEMPTION 1 Only

2 MINUTE DRILL	$895
AFTERSHOCK	995
CLOWN ROLLDOWN	695
DOUBLE CROSS	595
LITE LINE (2 PLAYER)	1995
POP-A-BALL	895
QUICK SHOT	395
QUACKERS	1395
ROCK BOWL	895
ROLL GOLD	1795
SMART BALL	495
WHEEL OF FORTUNE	5195

PINBALLS 1 Only

BARB WIRE	$1495
BIG HURT	1395
FREDDY NIGHT	895
GLADIATOR	795
MARIO ANDRETTI	1795
RESCUE 911	895
SHAQ ATTAQ	1095
STARGATE	1095
STREET FIGHTER 2	695
TEED OFF	895
WATERWORLD	1095
WIPE OUT	895

STANSFIELD VENDING, INC.

P.O. BOX 157
La Crosse, WI 54601
CALL MAX 608-782-7181
stanvend@lse.fullfeed.com

SEEBURG

AUTHORIZED PARTS & SERVICE CENTER

FACTORY TRAINED SERVICE TECHNICIANS

The Source for Complete Seeburg & Sony Service

- *QUALITY SERVICE*
- *LOW COST*
- *FAST TURNAROUND*

JUKEBOX MANUALS AVAILABLE- ALL MAKES & MODELS

BILL ACCEPTOR REPAIR

• ARDAC • DIXIE-NARCO • MARS • MAKA •ROWE

1-800-531-1230

WESTERN RESERVE GAMES, INC.

21651 Tungsten Road
Euclid, Ohio 44117

M & P AMUSEMENT

Se Habla Espanol
658 West Market St. - York, PA 17404
e-mail: mpsales@mpamusement.com
URL: http://www.mpamusement.com

(717) 848-1846 FAX (717) 854-6801

Pinballs For Sale

Addams Family	1650
Batman Forever	1695
Black Rose	895
Bride of Pinbot	795
Bugs Bunny	895
Circus Voltaire (NEW)	2195
Class of 1812	795
Congo	1750
Corvette	1795
Creature	1295
Cue Ball Wizard	895
Demo Man	1000
Diner	1250
Dirty Harry	1150
Dracula	950
Fish Tale	895
Flintstones	1550
Freddy	895
Funhouse	895
Getaway	1000
Gilligans Island	995
Guns & Roses	1195
Harley Davidson	2695
Hook	895
Hurricane	995
Indiana Jones	1350
Johnny Mnemonic	1095
Judge Dredd	895
Jurassic Park	1100
Laser War	795
Last Action Hero	895
Lethal Weapon	995
Maverick	895
NBA Fast Break (New)	1995
No Fear	1795
Operation Thunder	695
Party Zone	895
Pinball Magic	1395
Popeye	1000
Rescue 911	895
Riverboat Gambler	895
Road Show	1345
Rocky & Bullwinkle	1000
Rolling Games	795
Scared Stiff	2350
Shadow	1195
Slugfest	1050
Star Trek N.G.	1550
Star Wars	1000
Star Wars Trilogy	2295
Street Fighter II	600
Super Mario	600
Surfin Safari	895
Tales From Crypt	1195
Teed Off	895
Terminator II	950
The Machine	750
Theater of Magic	2095
Tommy	1100
Twilight Zone	1195
Waterworld	895
White Water	1000
Wipe Out	895
World Cup Soccer	1550

Sit Down Games

Ace Drivin Twin	6995
California Speed s/d	5395
Cisco Heat	2495
Cruisin USA s/d	3995
Cruisin World (Used)	5395
Crypt Killers 50"	7995
Cybercycle Twin	6995

Special Corner:

Working as is.

Ace Drivin Twin	6995
Big Choice Triple Crane	2295
Bouncin' Buc 2Pl (New)	2995
California Speed s/d	5395
Circus Parade Pusher 6 Pl.	5500
Cruisin World s/d	5395
Cruisin s/d	3995
Cruisin' Twin w/Neon Sign	8395
Crypt Killer 50"	7995
Daytona Twin	8750
Drug Wars 50"	3895
Fantasy Island	795
House of Dead 50"	10,995
Killer Instinct II.	995
NFL Blitz (Used Dedicated)	3695
Off Road Challenge	5750
Pop a Ball	795
Pop-A-Slot	695
Pro Striker (Like New)	3695
Rowe BC 11	695
Run & Gun Two Monitor 19"	695
Run & Gun Two Monitor 25"	1295
SF Rush Rock Kit	1445
Smart Candy Crane	1495
Smart Jumbo Crane	2195
Smart Triple Crane	2295
Striker (Like New)	3495
Tripleway Crane	795
Time Crisis 29"	3750
Virtua Fighter Kit	125
Virtua Fighter Kit	195
Virtua On s/d (New)	4695
Virtua Racing s/d Twin	2495
Watch Box Crane	2750
Wedges and Ledges	1250
Doron SR-2 Simulator	29,995
3 Story Play Port With 2 Ball Pits, 3 Story Space Ship Slide, Originally Over $250,000	Now $29,995

Cybersled	1995
G-Loc s/d	2295
GP Rider	2495
Grand Prix Star	2495
Gun Blade 50'	5995
Hard Drivin s/d	1095
Hard Drivin w/mini seat	950
Manxx TT Twin	7500
Motor Raid Twin	7995
Off Road Challenge	5395
Out Run Turbo s/d	1795
Outrunner	3995
Power Drift s/d	2495
Race Drivin s/d	1095
Radmobile Simulator	2750
Ridge Racer single	3295
Road Riot Twin s/d	1595
Star Blade s/d	1495
Suzuka Twin s/d	3795
Suzuka II Twin s/d	4595
Time Crisis 29'	3750
Turbo Outrun	2295
Virtua On s/d	4695
Virtua Racing Twin	2950

Redemption Eq. Specials

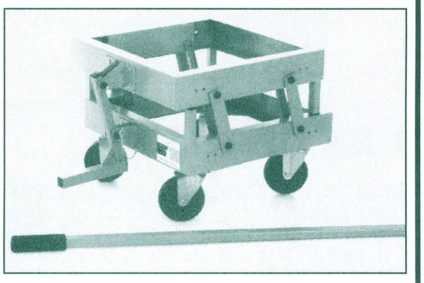
Aftershock	1595
Barnyard Babies	1995
Big Bertha	1995
Big Mouth	1250
Bouncin' Buc Pusher	2995
Bozo Basketball 2 Pl New	1995
Candy Crane	1495
Chicken Dash	2495
Chuckles Jr.	1950
Circus High Rise	1995
Circus Parade	5500
Coin Circus Pusher	2750
Cosmo Gang	1595
Cracky Crab	2250
Dinoscore	3250
Dump the Ump	1795
Fantasy Island	795
Full Court Frenzy w/TV	1995
Full Court Frenzy II.	1995
Half Pint Frenzy	1995
Hollywood 2 Pl. Pusher	5595
Hoop Shot	795
Hop-A-Tic-Tac-Toe	1995
Hungry Hippo	1595
Jungle Jive 2 Play	4995
Jungle Jive Single	2495
Jungle Picnic	1495
Klondike	1995
Knock Down (Like New)	1295
Lax Jr.	2595
Little Hoop Shot	1750
Luigi Corner	995
Magic Mr. X	1995
Mask	2495
Panda Pitch	1895
Pop A Ball	995
Pop-A-Slot	895
Pop A Tic Tac Toe	895
Pro Striker (Like New)	3995
Ribbit Race	3595
Robo Bop	2995
Rockin Bowl	1895
Roll For Gold	2395
Roost-A-Shooter	895
Skee-Ball 10"	1300
Skee-Ball 13" Model H	1200
Slugfest	1095
Smartball 10'	895
Sonic Hedge Hog	2395
Spin to Win	2550
Starburst Pusher	795
Striker (Like New)	3695
Super Bank It II	1995
Super Scooper	995
Super Shifter 4 Player	3995
Tic Tac Toe 3 Pl.	3995
Tin Can Alley 2 Pl.	2995
Tin Can Alley 4 Pl.	3995
Toss Em	795
UBi QBI	1195
Wacky Gator	2750
Wedges Ledges 4 Pl.	1250
Wheel 'Em In	2195
Treasure Island	750
UBQB	1195

Wanted

50" Gun Blade
Arm Champ II
Big Haul (Benchmark)
Chuckles Jr.
Claim Jumper
Colorama
Cut The Cheese
Cybercycle
Cyclone (ICE)
Ghost Train
Lost World
Skee-Ball II
Smokin Token
Super Shot B-ball
Thunder
Hurricane 50"
Tokyo Wars
Top Skater
Triple Wheel Em In
Wave Runner

U-LIFT™

Pool Table Mover



ONLY $189

800-526-0080

United

Recreation Equipment, Inc.

POKER MACHINE CLEARANCE SALE

Delivery in All 48 States

Turbos

13" 795.00

19" 1,095.00

Merit

19" 1,295.00

Professional Vending (248) 691-2846 Ext. 265

3800 West Eleven Mile, Berkley, MI

FEEL LUCKY?

Lucky Shamrock Dispenser Pay Cash Legally

1-888-529-1107

$ALES REP WANTED

New York Importer/Manufacturer/ Prepacker seeks outside sales rep to sell stuffed toys for coin-op machines, amusement parks, chain stores. High commissions.

FAST PAYMENT

Fax Resume 212-764-2396

TEL 800-355-8025

Arcade Manager Wanted

South Florida Area -- Multiple Store Locations Looking For Experienced Manager With Working Knowledge of Coin-Operated Amusements And Redemption Equipment

Responsibilities To Include:

- Hiring & Supervision of Floor Staff
- Scheduling of Employees
- General Repair & Maintenance
- Spare Parts Inventory Control
- Parts Ordering

Salary Commensurate With Experience

Telephone: 1-877-874-2677 or
Fax Resume: 1-732-846-0622

SLOT MACHINES

Hundreds To Choose From $99 & Up

Las Vegas Machines We Will Trade For Jukeboxes & Pinballs

1-920-337-4977

SERVICE MANAGER WANTED

Highly successful Amusement & Vending company in Central Illinois is seeking an experienced service manager. Responsibilities include: support of route personnel, coordinate location relations, supervise game repairs, manage shop, control inventory, troubleshooting including inside and outside service. What we expect from you is previous experience, ability to work well with people, and a work with high volume of customers, willingness to work week-ends and holidays and a desire to grow with a winning company. You can expect from us a guaranteed salary, full package of benefits and a pleasant working environment.

Send resume to VSA Inc. P.O. Box 110 Sparland, IL 61565
or Fax to (309) 246-3114

HERE IS WHAT YOU HAVE BEEN WAITING FOR

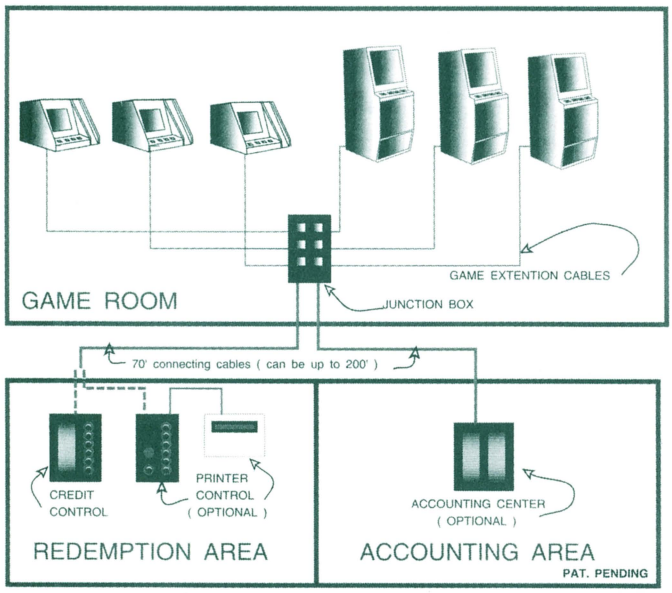
THE NEW V3 STEPSAVER

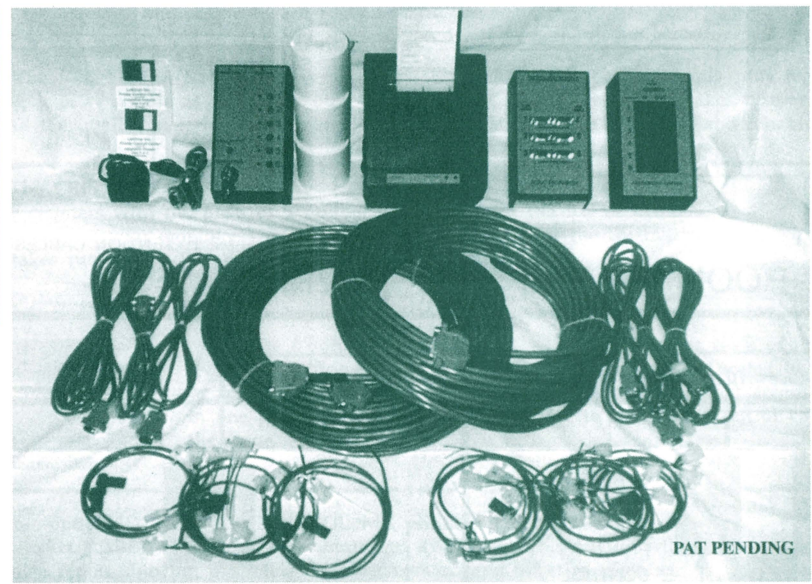
INTRODUCING

THE NEW V6 STEPSAVER

STEPSAVER Remote Reset/Credit Transfer,
With Optional ACCOUNTING CENTER / Optional RECEIPT PRINTER

A BIG STEP OVER YOUR COMPETITION





A must for all OPERATORS, CLUBS, FRATERNAL ORGANIZATIONS, BARS, TRUCKSTOPS, RESTAURANTS, etc.

Designed And Developed By Operators FOR ALL 8 & 16 LINERS, POKERS

No more remotes for each game	**No more costly printers for each game**
No more customers handling tickets	**No bulky add on box for countertops**

TYPICAL LABOR SAVINGS ON 6 GAMES 60' FROM REDEMPTION AREA

3.5	Minutes each time to reset	140	Minutes per day	14	Hours per week	7285	Hours per year
x 40	times a day	x 6	Days a week	x 52	Weeks per year	x 7.50	Wages per hour
140	Minutes per day reseting games	14	Hours per week reseting games	728	Hours per year reseting games	**$5460.00**	In wages SAVED per year

- ★ Removes and transfers credits from game to metered CREDIT CONTROL, or PRINTER, and ACCOUNTING CENTER.
- ★ Keeps manager, cashier, or bartender from having to leave work area unattended to clear games.
- ★ Saves time and labor hours, no more walking back and forth to reset games or get accounting figures.
- ★ Allows employees to carry on with other duties while redeeming game credits.
- ★ Reduces employee theft, frustration, confusion and redemption errors.
- ★ VERY SIMPLE to operate with proper instructions.
- ★ Does not interfere with other games of players during redemption.
- ★ EASY to follow installation and operating instructions.
- ★ Most connections simply plug together. Pliers and screw driver only tools needed.
- ★ Powered by video game. No batteries or electrical outlet required (except for PRINTER SYSTEM).
- ★ Field tested to be accurate & reliable up to 200 feet from games to CREDIT CONTROL and ACCOUNTING CENTER.
- ★ Heavy duty 5 digit resetable counters (credit control), and 6 digit nonresetable counters (accounting center).
- ★ Sturdy, lightweight, and compact construction.
- ★ Works on almost any game with 12v DC counters.
- ★ Add additional stepsavers to control unlimited # of games
- ★ Programing software for printer system included.

For more information and pricing please contact one of our service representatives at the toll free number below or visit our website.

DISTRIBUTOR INQUIRIES WELCOME

LEKTRON INC.
P.O. BOX 928
Terre Haute, IN 47808

Phone: 1-888-335-8894 (toll free)
Email: lektron_inc@mail.abcs.com
Website: www.abcs.com/lektron_inc
Fax: 1-812-234-6251

DIGITAL

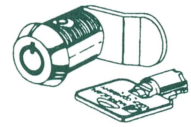
SOUND BOX

Kiddie Rides
Gumball Machines
Redemption Games
Talking Displays
Bulk Vending Machines
20+ Models Off-The-Shelf
Custom Design Available

Eletech Electronics Inc.
16019 Kaplan Avenue
Industry, CA 91744
Tel: (626) 333-6394
Fax: (626) 333-6494
Web Site: www.eletech.com

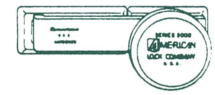
American Lock Company

5/8" Camlock
As Low As $ 3.24
7/8" Camlock
As Low As $ 3.70
1-1/8" Camlock
As Low As $ 3.74
1-1/2" Camlock
As Low As $ 4.15

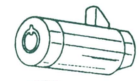


Series H10
As Low As $ 13.84

Series 2000
As Low As $ 19.63

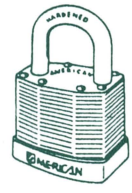


Inner Cylinder Lock
As Low As $ 5.59



American Solid Steel Body
As Low As $ 7.75
3/8" shackle

Series 700 Padlock
As Low As $ 14.68



1-1/2" Laminated
As Low As $ 3.90
1-3/4" Laminated
As Low As $ 4.20

American Solid Body
Re-keyable Padlock
As Low As $ 7.31
5/16" shackle

SEND US A KEY - WE CAN KEY ANY PADLOCK OR CAMLOCK TO YOUR #

99% OF ALL AMERICAN ORDERS ARE SHIPPED WITHIN 24 HOURS

PATT CORPORATION
708-442-3901

800-621-4418
708-442-3907 fax

PACMAN.COM

U/R Control panel overlay $35 3/$90.
U/R Header Marquee $40,
C/T table Topglass 22"x 32" 3/$225.
C/T Monitor bezel / underlay $60.
C/T Control panel overlay set $60.
Used Ms. Pacman board $300. exchange
Wiring harness $35. U/R Joystick $60.
Pacmend: repairs the edge connector in cabinet AND on game board $35
ABC kit converts PACMAN to MsPAC $99.

TWO-BIT SCORE

4418 PACK SADDLE PASS AUSTIN, TX 78745

512-447-8888

NEW * NEW * NEW

16-in-one kit

Plugs into any PACMAN or Ms.PACMAN board.

$239.

PLAYS: * PACMAN * MS. PACMAN * PACATTACK * *MS. PACATTACK * HANGLY MAN * PIRHANA * RACE CARS * HEARTBURN and others. NO SOLDER Plug-in module plays all the different games ever written to run on a PACMAN board! Never rotate that cabinet again!

ALWAYS IN STOCK: **UNIVERSAL CRANE KIT to replace any crane logic board $279.**
RGB to NTSC video convertor for video games to big screen monitors $199.
YOGI board to drive a ticket dispenser from a video Poker $129. 3/$300.
BALLY MPU board 2518-35 for all pinballs 1977 through 1982. BRAND NEW $329.
BALLY/STERN portable tester to troubleshoot games with the MPU above $300.

INET kit to build a coin-op game or INTERNET KIOSK out of an IBM PC $395.
VISIT http://www.Twobit.com/INET to learn more!

GRAFF AMUSEMENT SALES CORP.

(516) 331-3899 • 1-888-441-5356 • FAX: 516-331-3679

Worldwide Import/Export of Coin-Operated

Video Games • Jukeboxes • Redemption • Pinball Machines

We Now Accept

We Speak Spanish
We Speak Russian

VISA MasterCard AMERICAN EXPRESS 3712 95006 C F FROST

AMOA Amusement & Music Operators Association

EXCLUSIVE DISTRIBUTORS FOR:

#1 I.M.S. Processed
A.T.M. Cash Machines
TRITON, TIDEL
Financing Available!

WE NOW DISTRIBUTE FOR:

FUN INDUSTRIES, SEIDEL, G.A.R.,
NOEL, HAMILTON MFG. & KLOPP

SEEKING EXPERIENCED SERVICE TECH

DELUXE

Zero Point 33"	Call
Daytona 2	Call
Vapor TRX	Call
Radikal Bikers	$3800
Lost World U/R	Call
Down Hill Bikers	Call
Time Crisis 2	Call
Namco Time Crisis II 29"	New/Call
Namco Time Crisis II 50"	New/Call
Konami Racing Jam	Call
Midway Hyper Drive	6,500
Sega Rally II Twin	Call
Sega Rally II Twin 50" Del.	Call
Harley Davidson 50"	$12,500
Harley Davidson 29"	7200
Motocross Go	7000
Rapid River	Call
Kick It 50"	$12,500
Sega Lost World	Call
Top Skater (new/used)	Call
Sega GT Twin	$8,000
California Speed (new)	5000
Rush The Rock	5500
Wave Shark (Used)	9500
Total Vice 39" (ded.)	6000
House of Dead New	$12,900+Frt.
House of Dead Used	7200
House of Dead 29" New	7999+Frt.
House of Dead 29" Used	7200
Tokyo Wars (Twin)	6500
Waverunner (dlx.)	12,000
Manx TT Twin	8000
Time Crisis 50"	6500
Alpine Racer 2 50"	11,000
Police Trainer 33"	3500
Cruis'n World (new/used)	5000
Virtua Racing	4400
Outrunners	4800
Off Road Challenge (new)	5300
Prop Cycle	4000
Speed Up (Used Single)	3000
Rail Chase (Used)	8500
Tekken 3 33"	3500
Wayne Gretzkey 33"	3500
Namco Classic 33"	2999
Golden Tee 97 33"	3200
S. Fighter 3 33"	2999
Maximum Force 39"	6000
Area 51 33" GAR Cab	3000
Area 51 Dual Max Force	3600

UPRIGHTS 25" VIDEOS

Lost World	6700
Zero Point	2300
EX 2	2900
Alpha 3	2900
MK4 (Ded.)	1600
Marvel Vs SF	Call
Ehrgiez	2500
Virtua Cop 2	2400
S.F. EX	$1800
Maximum Force New	3000
Area 51 (ded.)	2200
Virtua Cop I	2500
KIller Instinct II (ded.)	1800
NFL Blitz (Ded.)	3200
NFL Blitz (Conv.)	2900
Gem Fighter	$1800
Revolution X (2-player)	1600
Police Trainer	1900
Die Hard (Ded.)	1000

REDEMPTION

Austin Powers	Call
Lazer Tron Prize Zone u/r & c/t	Call
Claim Jumper (New)	Call
Hoop It Up (Used)	3000
Sports Arena	Call
Noel LAX Rotary (4-pl.)	New/Special
Smokin' Token	$2995
Alley Cats	1300
Big Haul	New/CAll
Treasure Falls	Call
Wheel 'Em In	1895
Candy Man Cranes	1200
Clown Rolldowns	600
Rage in the Cage	Special
Basket Fever	Call
Twister	Call
Wedges & Ledges	$1500

NEW/USED BOARDS & KITS

Alpha 3 "B" Kit	Call
SF EX2 Kit New	1995
SF EX2 Used	Call
Dynamite Cop (New)	Call
Soul Caliber (New)	Call
Alpha 3 (New)	Call
Zero Point (New)	1295
Ehrgeiz	Call
Area 51 Duo Max Force	Call
Rival School	Call
Marvel Heroes vs Capcom (new)	Call
Surf Planet (new)	Call
Mortal Kombat 4	Special
NFK Blitz	Special
SF 2nd Impact	Call
Vampire "B"	$300
Gem Fighter "B"	450
X-Men VS. S.F. "B"	450
Marvel Vs. X-Men	Call
Police Trainer	Call
Die Hard	Call
Street Fighter Ex	1100
Street Fighter 3	800
Alpha I	200
Alpha 2	250
Marvel Hero	250

JUKEBOXES

Pioneer CJV55 w/2-pl.	$1500
Rock-Ola 5000	1700
Rock-Ola 4000	1500
Rock-Ola Rocket	Call
Rock-Ola Legend	Call
Rowe CD100-A, B, C, D, E	Call/Specials

PINBALLS

Jackpot	Special
Teed Off	700
Congo	Special
X-Files	1500
Space Jam	1500
Circus Voltaire	Call/Special

MISCELLANEOUS

Arm Champs 2	$2700
UB QB II (Used)	$2600
Fun E Balls	Call/Special
GAR cabinets 40"	Special
GAR cabinets 27"	Special
GAR Pool Tables	Special
Dynamo 7 ft. Pool Table	1200
Dynamo Standard Air Hockey (like new!)	2000
Dynamo Used Deluxe	1300
New Haliton Changer	Special/Call
Triton ATM's (don't miss the yacht)	Call

NEW JERSEY SHORE UP FOR GRABS

Top Skater	Call
Wave Runner	Call
Manx TT	Call
Lax Rotary	Call
Crypt Killer 50"	Call

CRANES, CRANES, CRANES

Congratulations To AMOA's 50th Anniversary

LIGHTING SPECIALISTS

Manufacturers of Chase Channel, Halogen Tape Light & Architectural Lighting. Direct Importers: Rope Lights, Belt Lighting, 24V Tapelight, Bendable Neon-Like Products-Solid State & Mechanical chasers. Bulbs all kinds. Quick Service with dependable continuing interest in our Customers.

ACTION LIGHTING, INC.
(406) 586-5105
800-248-0076

PARTS MANAGER WANTED — Sunshine Enterprises

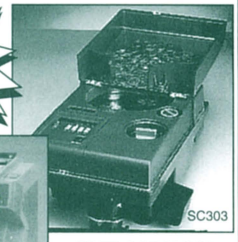
- Headquarters in beautiful Orange Beach, Alabama on the Gulf of Mexico
- Looking for an experienced parts manager with technical expertise
- To give phone support to field technicians
- Ideal person will have a working knowledge of coin-operated amusements
- Plus know about the parts and various systems that make them work
- Person will be in charge of ordering parts and taking inventory
- Willing to train the right person

Starting Salary based on experience.

FAX resume to 334-981-4589

ABC COIN Sorting Counting, Inc.

NEW! COIN COUNTERS BILL COUNTERS



FREE CATALOG!
DISCOUNT PRICES
LARGE INVENTORY

8524 Fifth St., Frisco, TX 75034
(800) 752-7277 (FAX) (972) 335-3960

PM MAGAZINE

http://www.playmeter.com
"The Operator's Link" TO THE INDUSTRY

SURPLUS!

ADD BILL ACCEPTANCE TO ANY MACHINE!

Convenient Kit with High Security
12vdc JCM Bill Acceptor with 1,000 Bill Stacker.
Accepts: $1, $5, $10 and $20 Bills!

CALL: 1-888-XCP-VEND
XCP Inc., 813-841-6630, Fax: 813-845-3640

PRICED AT $395 WHILE THEY LAST!

PM

Summer's Tattoo Time!

Buena Vista Pictures Distribution, Inc.

KID ZONE
ALL DAYS WHEN CHILDREN ARE PRESENT

3 LOCATIONS
CHICAGO IL
HAYWARD CA
NORTH HOLLYWOOD CA

#1 Best Selling tattoos of all time... Looney Tunes!

800-782-1000

KID ZONE • 3725 N. Talman Avenue • Chicago, IL 60618 • 773-935-0606 • Fax 773-935-9739

CDR Manufacturing, Inc.

"Quality Products at Affordable Prices"

NEW!

25" Universal Video

* JAMMA Ready *

* Double Coin Door *

Horizontal or Vertical Monitor

Ready for your Board!

All Parts Available:

Power Supplies
Logic Boards
Bill Acceptors
Wiring Harnesses
Ticket Dispensers
Ticket Printers

Freight Discounts
and
Delivery Available

PCB'S

Joker Master
Poker '97
Super Cherry Plus
Jingle Bells
Poker City
Endless Riches
Cherry '96SE
Fruit Bonus '96SE
Talking Skill '97
Cherry Master
Cherry Delight
Cherry Bonus III
Dyna Cherry '97
Super Cherry Master
Reel 'n Quake
Magical Odds
Treasure City

Redemption-Ready

3 Player Blackjack

(615) 459-9482 Voice
(615) 459-5227 Fax

Do What Our Competitors Are Doing, Call Us For Our Prices.

David Overcast Rodney Lockhart Randy Overcast

FEEL LUCKY?

Lucky Shamrock
Dispenser
Pay Cash Legally

1-888-529-1107

P.C.B.s

★ 10,000 BOARDS ★
CALL FOR LIST

C&P DISTRIBUTING
TEL: 219/256-1138
FAX: 219/256-1144

VISA MasterCard

We buy used
Ms. Pac-man, Pac-man,
Defender, and Galagas!
WORKING OR NOT
Vintage Video
1-800-760-3798

BILL ACCEPTOR WAREHOUSE

TEKBILT inc

1-800-666-7776

Check Out These LOW Prices

MARS

AL-4-R1 1-20 Stackerless $329.00
AL-4-L1-D600 1-20 . . . . . .$389.00
GL-5-R1-1-20 Stackerless $365.00
GL-5-LI-D600 Stacker $499.00
LE3801 SR Stackerless $395.00
LE3800 D600 Stacker $525.00
LE Models Accepts 1 thru 100
High Security 4 Way Acceptor

CASH CODE

$1.00 Only $149.00
$1 and $5 . . . . . .$179.00
$1 and $5 400 Stacker $315.00
$1-$20 Stackerless $252.00
$1-$20 600 Up/Down Stacker . . .$449.00
$1-$100 600 Up/Down Stacker . .$489.00

Touch the Gold Multi Game Touch Screen Casino Style

G.L.I. TESTED and APPROVED

Only $5995.00

ALL BILL ACCEPTORS COME WITH KITS

1-800-666-7776

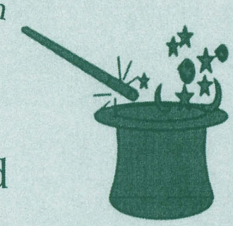
BestCo®

Quality You Can Count On!

1-800-306-4263

MAGIC 7'S

Touchscreen Available



The Exciting New Poker Game
with 3-7's Bonus, Progressive Jackpot,
A Hand Count Built In...Ticket and Printer Read
and much more

Touchscreen Available

Fantasy 5

Awesome New 5 Line with Progressive & Great New Bonus Round

Triple Jack

Exciting New 8-Line Game from Dyna ... Triple Jackpots Printer & Ticket Ready Proven Play Ability!

Both Games have options for continuous spins, skill stops, and ticket count for GA, FL and all other redemption states

NEW!!!
GA Hand Count Board
For Cherry Master to Update to Georgia Legal

SUMMER BLOWOUT!!!
JCM WITH STACKER
ANY QUANTITY...$369.00

Authorized Distributor

Dyna - Eagle - JCM - NSM - Dynamo - Mars - Merit - Wells-Gardner

We carry complete Games and a complete line of Boards
8-Line Boards....Omega 903, 905, Pixel & 6502 Boards
Poker Boards - Fox Super Poker, Phantom, Lucky Girl, Black Jack, Royal Poker, 3 Card Poker, Poker City

See us at AMOA in Nashville... Booth #353

BestCo, Inc.

Shipping: 920 Frontage Rd. -Staunton Bridge • Greenville, SC 29611
Mailing: P.O. Box 427 • Piedmont, SC 29673
864-220-6777 • 1-800-306-4263 • FAX 864-220-6167
Email: bestco@mindspring.com

Amusements Plus Inc.

107-H Norris Drive, Rochester, NY 14610

Bill Acceptor Repair

Manufacturer	Description	Rate
Rowe	OBA	40.00
	CBA2	50.00
	BA50	50.00
	BC Transport	60.00
Ardac	MBA-NSM Jukebox	40.00
	DBA	40.00
	MDB	40.00
Dixie-Narco	USA Upstacker	50.00
National	Buckpasser	40.00
Mars	VFM Series	40.00

Above flat rates are for labor only, parts additional charge.
All repairs warrantied for 90 days.

800-377-7729 • 716-244-2420
Fax: 716-244-2570

$DOLLAR MASTER$

NOW...for half the price of current bill acceptors you can add a bolt-on bill validator for your present vending machines!

RELIABLE
A product of excellent quality and dependable performance designed with the Operator in mind, by an Operator!

Only $525.00

J.C.M. VALIDATOR

The $Dollar Master$ may be used on almost any machine with an electronic credit unit, including ACMRTRON, and installation can be done on location!

NEW!
ALARM for any coin-operated machine

Reasonably Priced $65.00 Each Quantity DISCOUNT

NEW PRODUCT: LOCKOUT DEVICE AVAILABLE
Blocks coin entry on National 222s & 800s
Disables Validators
Now Available! $141.35 each

BENTLER AMUSEMENT COMPANY
1644 Homewood Ave., Springfield, IL 62704
Tel. (217) 546-7060 • FAX: (217) 546-7086

HUGO NAUMANN ENTERPRISES

230 Grants Ln. #D • Ft. Worth, TX 76108
800-998-4846 • 817-246-4442 • FAX 817-246-0872

SUPER SUMMER SALES

Namco Classic Vol. 1 ..... $299.00	Soul Edge $299.00	Mortal Kombat 4 ..... $995.00
Namco Classic Vol. 2 ..... $349.00	Space Invador $199.00	Raiden Fighter 2 ..... $995.00
Daioh $349.00	Tekken 2 ..... $499.00	Rival School $1195.00
Die Hard 2 ..... $1695.00	House of the Dead Kit $2995.00	St. Fighter Ex 2 ..... $1499.00
Ehrgeiz * Namco $995.00	Street Fighter 3 2nd Impact .. $995.00	Skull Fang $299.00
Marvel Vs. Capcom $1195.00	Tekken 3 ..... $995.00	Soul Edge 2 ..... $399.00
Mortal Kombat 3 Ult. $249.00	3 Wonders $299.00	Neo Geo 1 slots Used $199.00
Pang 3 ..... $249.00	Bloody Roar $799.00	Neo Geo 1 Slots New $249.00
Raiden $199.00	Gun Bird $199.00	Neo Geo 4 Slots $389.00
Street Fighter 3 ..... $399.00	Heaven's Gate $499.00	Neo Geo 6 Slots $399.00
Street Fighter Ex Plus $599.00	Magical Twinbee 3 ..... $299.00	

NEO GEO SALES

Bust-A-Move $99.00	Over The Top $99.00
King of Fighters 98 ..... $895.00	Pulstar $99.00
King of Fighters 97 ..... $199.00	Puzzled $99.00
Last Resort $99.00	Puzzle De Pon $99.00
Magical Drop 2 ..... $99.00	Super Side Kicks 2 ..... $69.00
Metal Slug $139.00	Ultimate II $199.00
Super Side Kicks 3 ..... $99.00	Breaker $199.00
Metal Slug 2 ..... $199.00	Breaker Revenge $299.00

COMPLETE GAMES & REDEMPTION ITEMS

Grand Prix Star $2199.00	Paint & Puzzle $999.00
Spider Splattin' $3199.00	Area 51/Max Force 39" .$3995.00
Addams Family $1699.00	Super Mario World 25" . .$899.00
Barnyard Babies $1499.00	Four Trax $2199.00
Cracky Crab $1499.00	OutRun SD $1499.00
Simple Simon $1399.00	Bulldozer Kiddie Ride . .$1499.00
Miners Revenge $1799.00	Elvira $1099.00
Dino Rally $1399.00	Star Wars $999.00

Giant COIN MACHINE CONSIGNMENT

- JUKEBOXES
- VIDEOS
- BINGOS
- POOL TABLES
- REDEMPTION

AUCTIONS

- KIDDIE RIDES
- PINBALLS
- CRANES
- ARCADE
- AND MORE

☆☆☆ OVER 1200 PIECES SOLD AT FEBRUARY AUCTION ☆☆☆

1 KNOXVILLE, TENNESSEE
SAT., SEPTEMBER 12, 1998 at 10:00 a.m.
Knoxville Convention Center
525 Henley St. • **Ph: (423) 544-5371**
* MOTEL RESERVATIONS -- Holiday Inn Select, (615) 522-2800
* Mention Auction Game Sales for $69.00 rate! -- TN Lic.#1623

2 KNOXVILLE, TENNESSEE
SAT., OCTOBER 10, 1998 at 10:00 a.m.
Knoxville Convention Center

3 WINSTON-SALEM, NORTH CAROLINA
SAT., NOVEMBER 7, 1998 at 10:00 a.m.
Dixie Classic Fairgrounds • **Ph: (910) 727-2236**
* MOTEL RESERVATIONS -- Ramada Plaza, $65.00 (910) 723-2911
NC Lic.#6043

See Us At AMOA in Nashville on September 17-19!

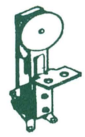
* **TERMS:** full payment day of auction -- Cash, Cashier's Check or company Check with bank letter of guarantee (no exceptions).
* **EQUIPMENT MAY BE CHECKED IN:** Friday--Noon until 9 p.m. or Saturday--8 a.m. until 10 a.m.
* **SALES TAX:** Applicable state and local sales tax must be collected unless you provide a current copy of your sales and use tax permit.
* **CONSIGNMENTS LIMITED. PLEASE CALL TO CONFIRM CONSIGNMENTS.**

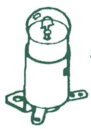
OTHER AUCTION DATES & LOCATIONS PENDING

AUCTION GAME SALES
Rick Parsons, Owner & Auctioneer
TO BE ADDED TO OUR MAILING LIST, CALL TOLL FREE:
1-800-551-0660 • FAX: 615-685-1126

PINBALL PARTS

STAND UP TARGETS
Blue or Yellow
$.99





#67 FLASHERS
#89 REPLACEMENTS
$10 per 100

7 DIGIT DISPLAY
$3 ea. 6 lot
PREM. GOT.

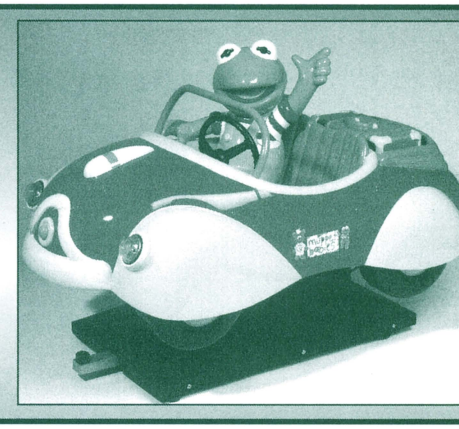
C&P DISTRIBUTING
219/256-1138 PHONE
219/256-1144 FAX

MasterCard VISA

Dudley's Kiddie Rides

Safe--Sound--Secure
IN BUSINESS SINCE 1964

Call For The LATEST in EMT Licensed Rides

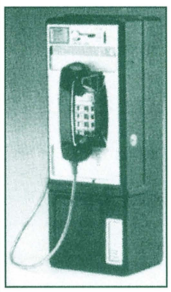


KIDDIE AMUSEMENTS

P.O. Box 939 • Florence, MS 39073-0939
Sales 800-647-6460
Gossip 601-845-7501
FAX 601-845-8338

BELL STYLE & DESK TOP

PAY PHONES



BEST WHOLESALE PRICES IN THE U.S.....

WE WILL NOT BE UNDERSOLD!

PRICES STARTING AT $125.00!!!!!!!!!!!!!!!

G-TEL
ENTERPRISES INCORPORATED
www.gtel.com
1-800-884-4835 • FAX 281-550-1028

KINGPIN AMUSEMENTS, INC.

Your One Stop Amusement Shop! M-S 9 to 4

www.kingpinamusements.com

VISA MasterCard

September Special
We Pay C.O.D.s

Parts--Compare Our Prices!

25" Monitors	295.00
8 Way Joysticks	6.45
Wms. Pl./Link, Coil Stops	.99
Sega PL/Link	1.95
Gottlieb PL/Link	2.95
Gottlieb E.O.S. Switch	3.95
44 or 47 Lamps	.11
67 Lamps	.15

WANTED
Gottlieb Pinballs
Call or Fax With List

Summer Blowout

Redemption

Dinoscore	2,800
Sonic Hedgehog	1,500

Drivers

Cruisin USA	3200
Sega Outrunners Twin	3,800

Pinballs

T-2 Pinball	650
ID4	1,600
Last Action Hero	650

Kits-Kits-Kits

Dynamite Cop	CALL
St. Fight. Alpha 3	CALL
Point Blank	1800
Neo Geo 1 Slot	150

800-337-3724 • FAX 805-263-8811

"Really Killer Systems"

RKS, INC.

137 Bethea Rd. #701
Fayetteville, GA 30214

QUANTITY DISCOUNTS!!!

Hardware/Software Custom Design

Y2K Compatible

GOOSE-IT (Printer Interface Board)

AS LOW AS $176

The Goose-It printer controller board has been designed from the ground up to act as a reliable and flexible voucher printer that also can act as a complete bookkeeping center. Printer features, such as double size and/ or red characters are used to make copycat printing more difficult (when the selected printer supports them). Also, each unit has a unique serial number, a custom message can be entered, and the date and time can be printed on every voucher. All major functions and settings can be done with the DIP switches or the on board push buttons, a cable is suppplied to connect the board to a PC/Laptop or a terminal for all of the advanced functions.

Call For Copy of Complete Instructions.

FANTASTIC

UNI-TICK Ticket Dispenser Controller

- Convert most video pokers, 8-line style games or just about any game to ticket output.
- Pre-harnessed for Deltronics DL-1275 or compatible ticket dispensers
- Programmable pulses per ticket or tickets per pulse
- Auto-senses tickets when reloaded
- If out of tickets, will return credits to game or retain in memory and dispense when reloaded
- Hand count option built in as required in some states
- 3" x 3" PCB mounts almost anywhere
- Ticket meter can easily be added
- Previous units market proven/30,000 sold
- Low priced-High reliability
- Dip switch programmable
- Indudes all cables

FANTASTIC

WITHOUT A DOUBT--THE BEST BOARD ON THE MARKET

$79.95

NEW

TICK-DISP Ticket Dispenser Controller

$99.95

(Similar to the UNI-TICK) with a visual digital hand count feature

NEW

BOOK-IT Y2K Compatible

$114.95

The "Book'It" board enables you to print a hard copy of the bookkeeping without having "hard" or "soft" meters. The printed data includes: Custom Header • Date • Time • Current Books • Permanent Meters • Total (Total In/Total Out) • Signature Line (Received By or Collected By) Select any or all of the functions for each location. A hand held printer is required.

CMASTER 1-2

Add Credit Programability (Accumulation/Divison to Most Machines)

- One Pulse In/Selected Number of Pulses Out
- Input for coin Switch and DBA

$64.95

- Simple Installation
- Set Number of Pulses In/One Pulse Out
- Inhibit Line for Systems with Lock Out Coil

TICK-KIT Complete Ticket Kit for Games

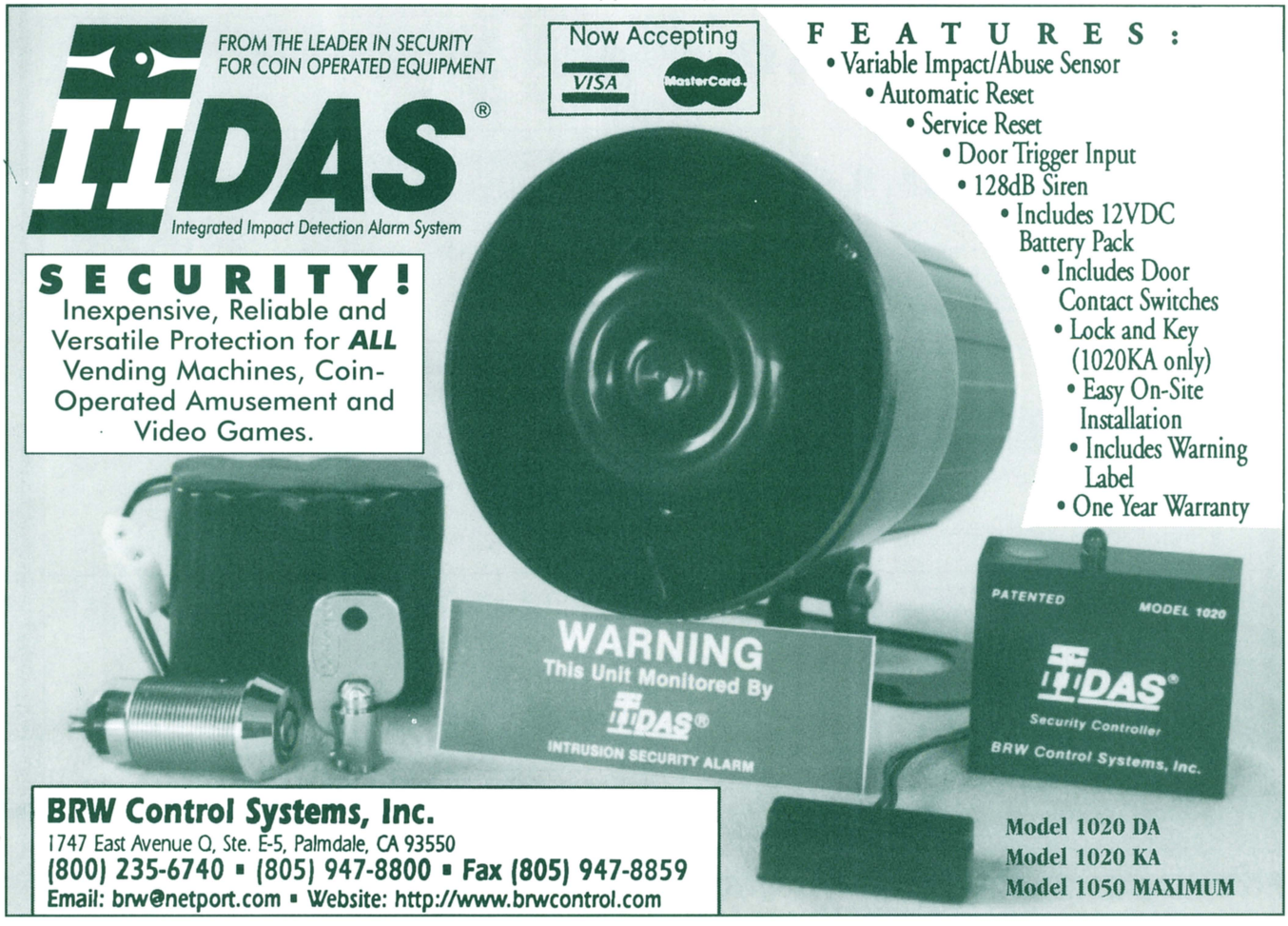
- Deltronics DL 1275 Dispenser
- UNI-TICK Board w/cables
- Face Plate
- Hardware
- "Tickets" Label
- Ticket Bin

$200.00

* ALL BOARDS COPYRIGHTED *

800-360-1960

Super Space Lock
7800 U-CHANG System Easy to reprogram the lock code without removing the lock.
baton®
★★★★★
-The Lock Company-
Serving the Coin-OP Vending Industry since 1973
Most custom made orders will be completed by our in-house assembly team within 3-5 working days. We will expedite the delivery to accommodate your needs. Let us know how we can serve you.
6000 Series Maxi-security detainer disc system. Virtually pick-proof, exclusive code.
7000 Tubular key System, compatible with other manufacturers'. Keyed to fit your code or new code.
call: 1-800-395 8880
14275 Commerce Drive,Garden Grove, CA 92843
Tel: (714) 265 3636 Fax: (714) 265 3630


FROM THE LEADER IN SECURITY FOR COIN OPERATED EQUIPMENT
IIDAS®
Integrated Impact Detection Alarm System
Now Accepting
VISA
MasterCard
FEATURES:
• Variable Impact/Abuse Sensor
• Automatic Reset
• Service Reset
• Door Trigger Input
• 128dB Siren
• Includes 12VDC Battery Pack
• Includes Door Contact Switches
• Lock and Key (1020KA only)
• Easy On-Site Installation
• Includes Warning Label
• One Year Warranty
SECURITY!
Inexpensive, Reliable and Versatile Protection for ALL Vending Machines, Coin-Operated Amusement and Video Games.
WARNING
This Unit Monitored By
IIDAS®
INTRUSION SECURITY ALARM
PATENTED
MODEL 1020
IIDAS®
Security Controller
BRW Control Systems, Inc.
BRW Control Systems, Inc.
1747 East Avenue Q, Ste. E-5, Palmdale, CA 93550
(800) 235-6740 ▪ (805) 947-8800 ▪ Fax (805) 947-8859
Email: brw@netport.com ▪ Website: http://www.brwcontrol.com
Model 1020 DA
Model 1020 KA
Model 1050 MAXIMUM

Cabaret

Featuring
Cadillac Jack Games
Treasure Touch - Multi Game
Omega Poker
Blackjack 1 to 5 Players
Jingle Bells
Berry Bonus - Major Poker
Cherry Master - Fruit Bonus

Many Other Games
Citizen Printers

Bar Top

Redemption Games for AL, AR, FL, GA, MA, NC, TX

Play To Win, Inc.

183 Hayward Street Manchester, NH 03103 USA

603-669-6770

Fax 603-623-0232

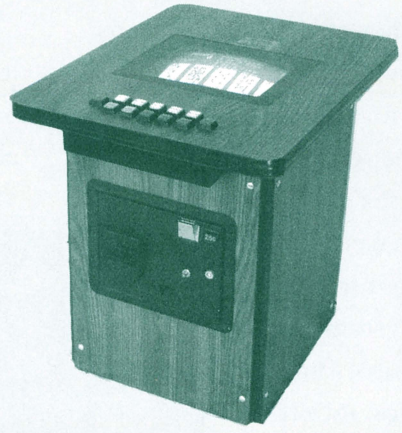
email ptw@tiac.net

Find Us On The WWW http://www.tiac.net/users/ptw

Game Cabinets & Games
13" & 19" Cocktail Style
13" Bar Top
13" & 19" Cabaret
27" Mini Showcase
34" Showcase

Scratch Resistant Laminate
100% Plywood
Steel Frame - Quality Built
Complete Ready to Vend
or Cabinets Only

Mini Showcase 25"



Cocktail Style

Three Player Blackjack 27" VGA

AUTHORIZED PARTS AND SERVICE CENTER

Taito	Bally	Rowe
Konami	Midway	AP
SNK	Williams	Dixie Narco/Ardac
Namco	Capcom	American Laser Games
Merit	Sega	I.C.E.
Atari	Fun Merchants	Arachnid
Skeeball		Mars Electronics

Elaut (Big Choice, Candyman, Giftbox and Action Claw cranes)

We also specialize in repairing various Redemption Game Logic Boards including - Rock and Bowl, Skeetoss, Crompton Coin Pushers, Dribbles Jr., Coin Concepts cranes, Tyfun Air Hockey, Wheel Em In and others, please call for details.

• 30 Day Warranty on Repaired Items •

For fast and reliable service contact:

BETSON ENTERPRISES
303 Paterson Plank Road
Carlstadt, N.J. 07072-2307

1-800-524-2343 BETSON 1-201-438-1300

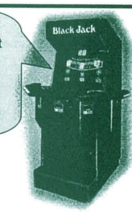
Bettor Games Co.

Your Redemption and Gaming Source

800-749-4480

TRADE IN YOUR USED GAMES!
All offers for legal jurisdictions only.
Prices subject to change without notice.
On the web:
http://members.aol.com/bettorgame
(843) 248-1946 Fax (843) 399-7673

New 3 Player Blackjack–Has Triple 7's Jackpot for $7495 or with out for only $6995. These games have been running for over 2 years in 6 states in hundreds of locations. Many settable options. Or get the kit for $1995. Adjustable percentage control!!



Metal Cabinet Pot 'o Golds 1 month old!

New Style Boards - $6500
Orig Style Boards - $5995

Minimum order 10, 2 week lead time needed

Redemption / Gaming Machines

VLT Metal Pot 'o Gold (new)....$Call
VLT Metal Pot 'o Gold (used)...$Call
19" Wooden Pot 'o Gold.....$3800
13" Wooden Pot 'o Gold.....$2800
VLT Touch the Gold (Tekbilt)....$5495
Blackjack Kit (3 Player) $1995
3 plr Blackjack 777 jackpot& %.$7495
3 player Blackjack (no jpot)..... $6995
Dlx 3 plr Blackjack 777.....$9995
Blackjack Kit (5 Player).....$2395
Dlx 5 plr Blackjack 777.....$11995
19" Cherry Master (refurb)d/b/a..$650
Lobster Zone Crane.....$8495
Video Craps 3 Player Kit.....$1995
3 player Video Craps.....$7495

Parts, Upgrades, Software, Etc

13" Touch Screen w/controller....$506
19" Touch Screen w/controller....$606
25"svga monitor(640~1024)(new).....$1295
37"svga Mitsubishi DiamondPro(used)..$3200
34" VGA Hantarex (used).....$1400
Upgrades/Software Pot 'o Gold...$Call
Upgrades/Software Cherry Mstr...$Call
CustomSoftware/Changes/Programming.$Call
Repair Pot 'o Gold Boards/Games$Call
Parts for Pot 'o Golds & 8-Liners.$Call
Cash Code 1100 w/600 stacker....$466
Bubba Remote Video Surv.....$1695

All type boards, games, upgrades, repairs, and parts.....$Call

Pot 'O Gold Special!!

Computer Systems And Components

Pentium II 300, 128MB RAM, 1.44 Floppy, 4MB PCI Video Card, 4.3GB HD, 56K Modem, Sound Card, Speakers, Windows98, Keyboard & Mouse, 32X CD-ROM, Tower Case, 19" SVGA Monitor.....**$1995**

Pentium 233, 32MB RAM, 1.44 Floppy, 2MB Video Card, 3.2GB HD, 56K Modem, Sound Card, Speakers, Windows98, Keyboard & Mouse, 32X CD-ROM, 15" Monitor...**$1299**

Pentium 200 MMX, 16MB RAM, 1.44 Floppy, 2MB Video, 3.2GB HD.....**$899**

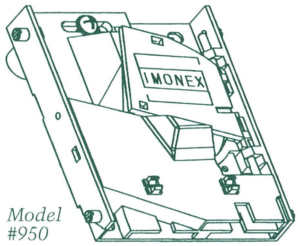
14" SVGA Monitor.....$159
15" SVGA Monitor.....$199
17" SVGA Monitor.....$379
19" SVGA Monitor.....$599
21" SVGA Monitor.....$999
25" SVGA Monitor.....$1495

4.3Gig Western Digital Hard Drive.....$215
6.4Gig Western Digital Hard Drive.....$295
8.4Gig Maxtor Hard Drive.....$349

80watt self-amplified speakers.....$43
240watt self-amplified speakers.....$63

ARCADE, VIDEO GAME COIN ACCEPTOR

Configurations available:
- Undersize token
- Quarter and undersize token
- Quarter and oversize token
- Oversize tokens
- Foreign coins available - call for details.



Model #950

NOW AS LOW AS $9.95

Also ideal for:
- Pinball
- Car washes
- Kiddie rides
- And more

COIN FLOW.

An Imonex coin acceptor means coin flow. Non-stop. There's virtually no stopping for coin jams. Or routine service or adjustment. And Imonex continuously processes even damaged coins. It's all because our famous processing system eliminates troublesome electronics, rockers and cradles.

Behind every Imonex is our decade-long reputation for quality. A full one year warranty. And toll free customer support.

For non-stop coin flow, call today.

Imonex, P.O. Box 519, Katy, TX 77492-0519 USA,
Phone (281) 391-4704,
Fax (281) 391-4239
www.imonex.com

IMONEX®
The legend in coin flow ™

Call Toll Free 1-800-446-2719

On track for the 21st century!

As representatives of all major manufacturers, we can accommodate all your needs for coin-op amusement equipment (new and used), spare parts, vending equipment, billiard supplies, and a full line of redemption products. We maintain over 30,000 square feet of used equipment and offer reconditioning that is unparalleled in the industry.

Call, fax, or e-mail Karina Carboni, Joe Migueles, George Montalvo, or Javier de la Uz for more information.

THIS MONTH'S FEATURES

NEW - VIDEO - DAYTONA II, RUSH THE ROCK, CAPCOM VS. STREET FIGHTER, HARLEY DAVIDSON, CALIFORNIA SPEED, MOTOR CROSS GO, NFL BLITZ, MORTAL KOMBAT IV, OFF ROAD CHALLENGE, LOST WORLD, VIRTUA STRIKER II, SOUL CALIBUR, ALPHA 3, VAPOR TRX, RADIKAL BIKERS, HOUSE OF THE DEAD, CRUISIN THE WORLD, MERIT MEGA TOUCH

PINBALL- CIRCUS VOLTAIRE, NO GOOD GOFERS
MUSIC - ROWE CD
VENDING - AUTOMATIC PRODUCTS, DIXIE NARCO, POLY VEND, ELECTROVEND, ROYAL VENDORS
REDEMPTION - DISTRIBUTOR FOR ALL MAJOR MANUFACTURERS, LEADING PRODUCTS IN STOCK. SOUTH AND CENTRAL AMERICA'S EXCLUSIVE DISTRIBUTOR FOR KICK IT, THE EXCITING INTERACTIVE SOCCER SIMULATOR AND THE NEW MEGA CRANE LINE FROM ELAUT.

AND A COMPLETE LINEUP OF RECONDITIONED USED EQUIPMENT

BETSON / IMPERIAL EXPORT
303 PATERSON PLANK ROAD • CARLSTADT, N.J. U.S.A. 07072-2307 • Phone (201) 438-1300 Fax (201) 438-1811
KARINA CARBONI - (Ext. 373) Email: kcarboni@betson.com JOE MIGUELES - (908) 769-9240 FAX (908) 753-5060 Email: jmigueles@betson.com
JAVIER de la UZ - (904) 285-5911 FAX (904)285-4615 Email jdelauz@betson.com

IMPERIAL INTERNATIONAL (Parts Division)
621 WEST ROUTE 46 • HASBROUCK HEIGHTS, N.J. U.S.A. 07604 • Phone (201)288-9199 Fax (201)288-8990
GEORGE MONTALVO - (Ext. 28) Email imperial@imperialusa.com

VISIT OUR HOME PAGE ON THE INTERNET AT WWW.BETSONDIST.COM

Ackley Novelty

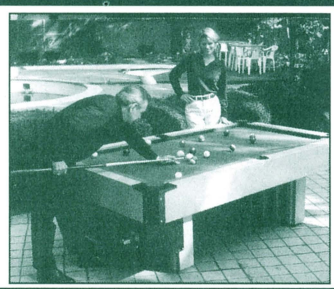
We'll Repair Any Brand/Any Size Video Monitor

Fast, Reliable Service
We Warranty Our Repairs
$35.00 per Monitor
(Plus Parts and Shipping)

(715) 635-2904
Fax (715) 635-2908

Ackley Novelty
5637 Dexter St.
P.O. Box 62 • Trego, WI 54888

Indoor/Outdoor Pool Table



(309) 788-0135

MONITOR REPAIR
ANY BRAND
$40
Including parts
Excludes Flyback

SAME DAY TURNAROUND
60 DAY WARRANTY

TOWSON VENDING INC.
BALTIMORE MARYLAND
410-661-0300

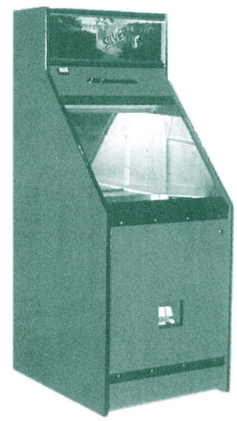
McGregor Enterprises

A Step Above the Rest!
Manufacturing Videogames and Amusement Machines

COIN PUSHERS

Coin & Token Models Available NOW!

Ticket Dispenser options for FECs!



FEATURES:

Sliding Coin Entry - 1 or 2

Tilt Alarm

Hinged front doors for easy service

Coin/Tokens/Tickets out

One year Warranty

Distributed by Operators Distributing Co., NC

VIDEO POKER & BLACKJACK

We have **GEORGIA** legal programs!!!

We have **GEORGIA** legal programs!!!

Phantom Poker • Cherry 98
Turbo II Poker • Bingo
Victor 6 Poker • CherryMaster
Major Poker • Lucky Girl Poker

True Vegas Rules!
On-Screen Programming!
JCM/CashCode/Mars
Stacking DBAs!

★ *COUPON* ★ **$50** ★ *COUPON* ★

Towards the purchase of new machines.

One per operator. AMOA special.
McGregor Enterprises 1998

★ *COUPON* ★ **$50** ★ *COUPON* ★

Bring this coupon to our booth at AMOA '98 or call us anytime.

AMOA BOOTH #673--Developer's Row

(888) 706-0539

(919) 933-2726 - fax
www.videogaming.com

only **7.5%** commission
Lowest consignment rate in the USA for volume consignors
Call for details

1998 SPECTACULAR AMUSEMENT AUCTIONS

All Consignors **PAID** Night of Auction

BEST Equipment BEST Selection BEST Prices

SEPTEMBER

5
SAN JOSE, CA
Santa Clara Fairground
Fiesta Hall
344 Tully Rd., San Jose

12
ST. LOUIS, MO AREA
1355 S. Fifth Street
Exhibition Hall
St. Charles, MO

19
FULLERTON, CA
2116 E. Walnut Ave.
Fullerton, CA

26
DETROIT, MI
MI State Fairground Expo Ctr
1120 W. State Fair Ave.
Community Arts Bldg.

OCTOBER

3	10	17	24
DALLAS, TX AREA 800 Big Town Mall Expo Hall Mesquite, TX	PENNSAUKEN,NJ AREA National Guard Armory 1670 Rt. 38 East Mt. Holly, NJ	ORLANDO, FL Central FL Fgrds Exhibit Hall 4603 W. Colonial Drive Orlando FL	FULLERTON, CA 2116 E. Walnut Ave. Fullerton, CA

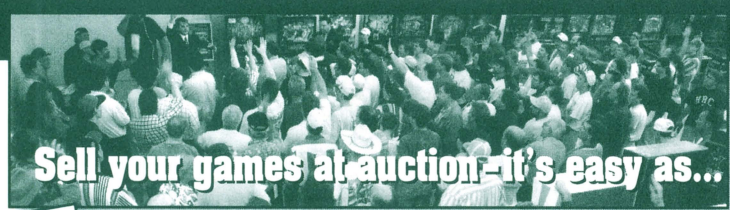
NOVEMBER

7	14	21	28
CHICAGO, IL Caravelle Wood Prod's Bldg 3333 East End Ave. So. Chicago Heights, IL	ST. LOUIS, MO AREA 1355 S. Fifth Street Exhibition Hall St. Charles, MO	ATLANTA, GA Lakewood Exhibition Ctr. 2000 Lakewood Atlanta, GA	FULLERTON, CA 2116 E. Walnut Ave. Fullerton, CA

DECEMBER

5	12	19
SAN JOSE, CA Santa Clara Fairground Fiesta Hall 344 Tully Rd., San Jose	DALLAS, TX AREA 800 Big Town Mall Expo Hall Mesquite, TX	FULLERTON, CA 2116 E. Walnut Ave. Fullerton, CA

Be sure to get on our mailing list!



1 2 3

Bring your coin/op game room equipment to the Auction site the day before the Auction.

Your equipment's checked in and assigned inventory numbers.

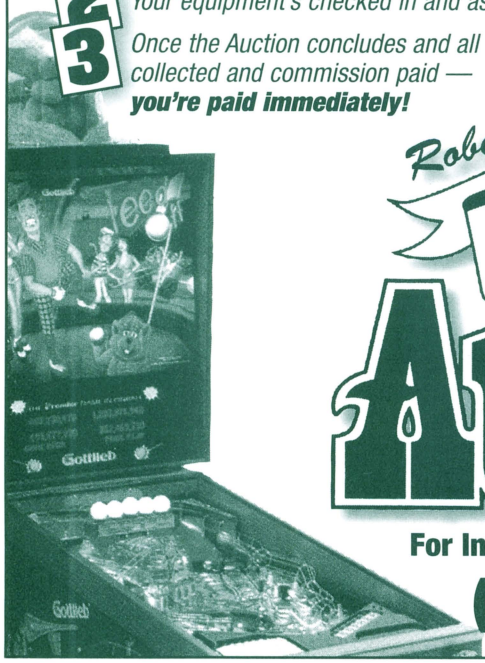
Once the Auction concludes and all funds are collected and commission paid — ***you're paid immediately!***

CONSIGNMENTS WANTED

To consign games for sale: Bring to Auction Site Friday preceding Sale from 10am to 9pm. All Auctions are on Saturday and begin at 10am local time with Inspection from 8am to 10am. Payment in full day of sale. 10% Premium to Hammer Price.

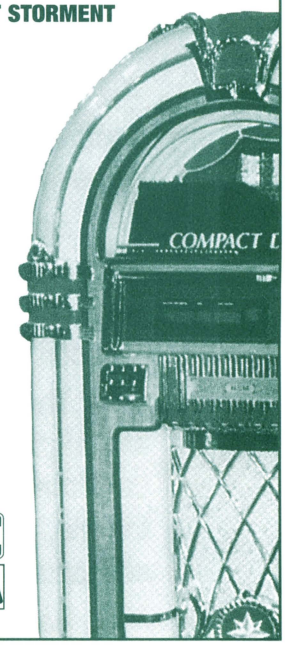
Terms: Cash, MasterCard, Visa, American Express, Company Check with current bank letter of guarantee. Industry related Seller's Permits required for non-taxable purchases. All equipment must be removed by 10pm the Day of Sale. NO EXCEPTIONS.

AUCTIONS CONDUCTED BY ROBERT STORMENT
CA#14663700753, TX#10931,
FL AB0001109, AU0001549,
GA NR 002582



Robert Storment's

SUPER AUCTIONS

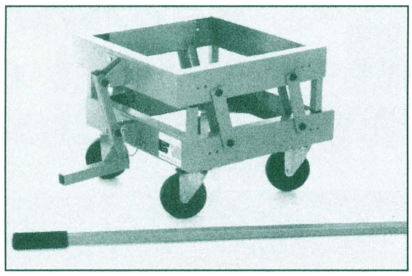


For Information and FREE BROCHURE Call
(714) 535-7000

MasterCard VISA AMERICAN EXPRESS DISCOVER

U-LIFT™

Pool Table Mover



ONLY $189

800-526-0080

United

Recreation Equipment, Inc.

MUST SELL

- Major Animated Show (37 Animations)
- Punching Bag
- Skee Balls
- Kiddie Rides

(309) 788-0135

EPROMS

8 meg	*	$19.00
4 meg	W	5.95
2 meg	E	4.95
1 meg		3.95
27512	E	1.95
27256	X	1.95
27128	P	1.65
2764	O	1.95
2732	R	1.65
2532	T	2.75
2716	*	1.35

www.cpdist.com

Phone: (219) 256-1138
Fax: (219) 256-1144

BIRMINGHAM VENDING

Your One Stop Shop For Coin-Op

SUPER END OF SUMMER JUKEBOX BLOWOUT

Rowe-CD-51 . . . . . $2499
Rowe-CD-100 . . . . . $2499
Rowe-CD-100 A $2699
Rowe-CD-100 B $2899
Rowe-CD-100 C $3199
Rowe-CD-100 D $3499
Rowe-CD-100 E $3699
Rowe-CD-100 F $3899

COUNTERTOPS

Merit Mega Touch Super IV $1199
Merit Mega Touch Super II $999
JVL Concorde II (new) . . . . . CALL
Merit Super Star 30 push button . . $250

DARTS

Arachnid Galaxy $1275
Valley Fold Over Dart $999
Medalist Dartstar Spectrum $1699

KITS

Area 51 upgrade to Max 51/Duo kit CALL
Max Force upgrade Max 51/Duo kit CALL
Rush the Rock update kit . . . . . CALL
Mace Kit $999
Surf Planet Kit . . . . . CALL
Marvel Vs Capcom "A" & "B" boards CALL
Vampire "B" kits $699
1000 Mile Rally Board and Header $299
Incred. Tech. 3D '98 Golf kit . . . . CALL
Konami Fisherman's Bait Kit . . . . CALL
Namco Beastorizer Kit $799
Namco Classics II Board and Header $399
Namco Ehrgeiz Kit $1400
Namco Soul Caliber Kit . . . . . CALL
Sharp Shooter Kit . . . . . CALL
Dynamite Cop Kit . . . . . CALL

PINBALLS

Slug Fest $800
Bally Gilligans Island $999
Bally The Shadow $1299
Capcom Pinball Magic $1299
Sega Lost in Space (new) . . . . . CALL
Sega Viper (new) . . . . . CALL

A.M.O.A. SPECIALS

Atari Cops $2999
Atari Moto Frenzy Del. $1999
Atari Moto Frenzy Mini $1800
Namco Final Lap II $2499
Atari Road Riot s/d $2600
Namco Dirt Dash Del. $15,500
Namco Aqua Jet $11,399
Konami Wave Shark $8800
Sega Virtua Racing Twin $3400
Sega Virtua Racing Del. $3950
Sega Daytona Twin $8250
Atari Vapor TRX (new) . . . . . CALL
Atari Radikal Bikers (new) . . . . CALL
Atari Rush the Rock $5750
Namco Alpine II 50" $10,899
Namco Down Hill Bikers (new) CALL
Namco Moto Cross Go 29" (new) CALL
Sega Manxx TT Del. $8500
Sega Gun Blade 50" $6999
Sega Rail Chase $3199
Namco Rapid River $15,000
Atari California Speed (new) . . Special
Sega Indy 500 Del. 33" Single $7500
Namco Ridge Racer II twin . . . $7800
Sega Exhaust Note Twin $2999
JALECO ARM CHAMP (NEW) . . $4500
Namco Speed Up Twin $6000
Konami GTI Club $3500

REDEMPTION

Sega Cut the Cheese (new) . . . $3799
Planet Earth Dino Score $2899
Am. Sammy Coin Circus Jr. . . . $1499
Am. Sammy Sports Arena . . . . CALL
BayTek Fielders Choice $799
Skee Toss B.C. $699
Bromley Rock N' Bowl $1499
Coastal Op-A-Ball $1199
Coastal Melody Mouse $599
Ice Full Court Frenzy $1399
Skee Ball 10 Ft. $999

BIRMINGHAM VENDING CO.

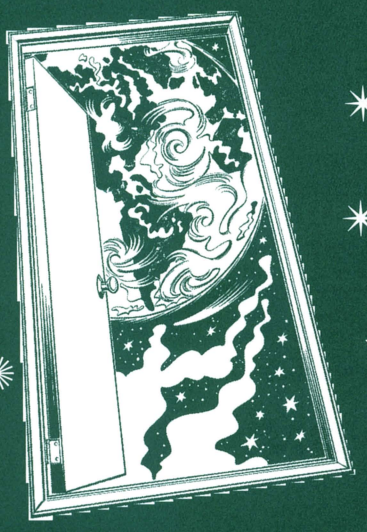
Established 1931

General Office
540 Second Ave. N
Birmingham, AL 35204
(205) 324-7526
(205) 322-6639
SE-800-238-8363

New Office
1500 NW 1st St., Suite J
Dania, FL 33004
(954) 927-8550
FAX-954-927-8510

Florida Division
4542 L.B. Mcleod Rd.
Orlando, FL 32811
(407) 425-1505
FAX (407) 425-5632
FL-800-330-1233

National Toll Free **800-288-7635** • Fax (205) 322-6639



AT

WE CAN'T WAIT FOR THE MILLENIUM!

THE TIME IS NOW!

COME SEE THE ULTIMATE KIT-READY CABINET OF THE FUTURE!

THE FUTURE IS NOW!

BOOTH 1043 AMOA

FINANCING AVAILABLE • DISTRIBUTOR INQUIRIES WELCOME

FUN CO. LTD.

New Lisbon, WI 53950 • **Fax: 608-562-5913**

Visit Our Web Site at mwt.net/-funco or Email: funco@mwt.net

Contract Manufacturing & Design

SIMPLY THE BEST CABINET IN THE BUSINESS!!!

Contact:

Dave Linsmeyer • Shane McGonigle • Don Teske • Gatlin "Gunner" Fenwick

VISA

800-808-5554

MasterCard

MONITOR GET WELL KITS

SAVES TIME AND MONEY ON MONITOR REPAIRS!

Monitor repair kits take care of picture warping, blacking out, smearing, low brightness and brightness problems, poor regulation, jail bars, vertical shrinking, etc. Call for free technical help with your monitor problems. All kits come with instructions and are easy to install.

Kit #101: For Electrohome G07-CBO 19" color monitor. 17 parts. $7.95 ea.
Kit #102: For Electrohome G07-FBO 13" color monitor. 16 parts. $7.95 ea.
Kit #201: For Wells-Gardner K4600 Series color monitors. 15 parts. $6.95 ea.
Kit #202: For Wells-Gardner K4900 Series color monitors. 15 parts. $7.95 ea.
Kit #203: For Wells-Gardner K4800 Series color monitors. 15 parts. $7.95 ea.
Kit #204: For Wells-Gardner 13", 19", 25" K7000 Series Color Monitor. 17 parts. $6.95 ea.
Kit #206: For Wells Gardner 19K6100 Color XY monitor. Includes caps, resistors, diodes, and six power transistors. 30 parts. $14.95 ea.
Kit #301: For Nintendo Sanyo 19" color monitor. 15 parts. $6.95 ea.
Kit # 401: for Atari Disco 19" color monitor. 17 parts. $6.95 ea.
Kit #608: For Sharp Image SI-327 color monitor. 27 parts. $7.95 ea.
Kit #609: For Sharp Image SI-313 or SI-319 color monitor. 23 parts. $7.95 ea.
Kit #801: For Hantarex Color monitor model #MTC900. 21 parts. $7.95 ea.
Kit #802: For Hantarex Color monitor model #MTC9000. 18 parts. $7.95 ea.
Kit #910: Nintendo Sanyo color video inversion kit. Convert Nintendo cabinets with non-Nintendo game boards. 12 parts. $4.95 ea.
Kit #920: For Pac Man, Ms. Pac Man logic boards. Eliminates hum bar in picture. 4 parts. $6.95 ea.

DISCOUNT! Buy ten kits and take $1.00 off each kit. Money back guarantee. We pay S&H.

Electrohome GO7CBO) Replacement Chassis (NEW) $94.95
Electrohome 19" Flyback #A29951-B $28.95
Hantarex Flybacks All Models . .$38.95
Wells Gardner K7000Flybacks .$34.95

2SC3039	.$1.39	2SD1138	. . .1.39
2SD1398	. . .3.97	STR3123	. . .6.26
2N3716	. . . .1.95	STR3130	. . .6.26
2N3792	. . . .1.95	STR30130	. .5.29

ZANEN ELECTRONICS
806-793-6337
FAX 806-793-9136

PARTS MANAGER WANTED — Sunshine Enterprises

- Headquarters in beautiful Orange Beach, Alabama on the Gulf of Mexico
- Looking for an experienced parts manager with technical expertise
- To give phone support to field technicians
- Ideal person will have a working knowledge of coin-operated amusements
- Plus know about the parts and various systems that make them work
- Person will be in charge of ordering parts and taking inventory
- Willing to train the right person

Starting Salary based on experience.

FAX resume to 334-981-4589

DOES YOUR JUKEBOX SKIP? CAN IT NOT PLAY CERTAIN CDS?

HERE IS THE ANSWER...

ϑΦΙΦΙΣ ΦΔϑΚΣΔϑΦ ΙΞΒΒΝ ΕΟΞΒ
ΔΔΙΥΦ ΔΙΖΙΟΦϑΕΖΑ

(It's not as complicated as it looks.)

CALL AND GET A CDM3 COMPATIBLE PLAYER.

The unit comes with a new player and decoder board. It doesn't require any additional hardware and will fit existing Rowe that has CDM3.

DIGITAL MICRO
TEL: (816) 228-5338
FAX: (816) 228-6219

$295.00 FOB KANSAS CITY

CALL FOR REPLACEMENTS FOR CDM4 AND CDM12.

UNIT HAS SONY TYPE SEVO AND DIGITAL SIGNAL PROCESSOR AND SANYO LAZER PLAYER

GAMEVISION ANNOUNCES!!!

***DIRECT SALES TO OPERATORS!!**

ONLY $1295.00

(COMPLETE FACTORY KIT)

FEATURES:

*** COMPETITIVE GUN SHOOTING GAME**

- * NON-VIOLENT,SUITABLE FOR ALL AGES.
- * EXCITING 52 DIFFERENT SCENES.
- *REALISTIC GUN CONTROL WITH RECOIL FUNCTION
- *STRONG, SOLID & STEADY COLLECTION REPORTS

*90 DAYS FULL FACTORY WARRANTY!!!

* KIT INCLUDES : 1. MAIN P.C BOARD 2. 2GUNS 3. GUN HOLSTERS
4 GAMEVISION'S MARQUEE 5.OVERLAY .6 MANUALS
7 .BUTTONS 8. INSTRUCTION DECALS

OPERATOR BEWARE:
OPERATING PARALLEL BOARD IS A VIOLATION OF UNITED STATES COPY RIGHT LAWS. OPERATORS OF PARALLEL "ZERO POINT" BOARDS WILL BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW. IN ADDITION TO THE LEGAL PROBLEM, KEEP IN MIND THAT PARALLEL BOARDS CARRY NO FACTORY WARRANTY.PLEASE CHECK AND VERIFY FOR THE AAMA ENFORCEMENT AND GAMEVISION'S STICKERS ON THE BOARD.

LICENSED EXCLUSIVELY FOR:

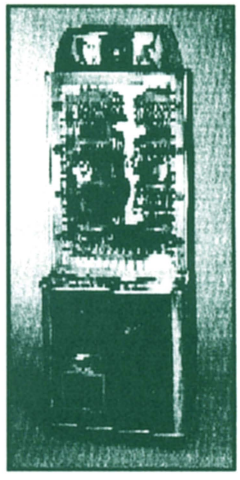
GAMEVISION CORPORATION

425 15 TH ST. OAKLAND,CA 94612

CALL TOLL FREE: 1-800-868-9656 OR 510-763-1991 FAX: 510-763-1278
ASK FOR DEAN, DAVID,MARITZA OR GRACE
VISIT OUR WEBSITE AT HTTP://WWW.ZEROPOINT.NET

NEW FREE
SuperCard™
A CLEANING CARD
FOR ALL DOLLAR BILL
& DEBIT READERS
KIC Products®
Keep It Clean!
1-800-818-1932

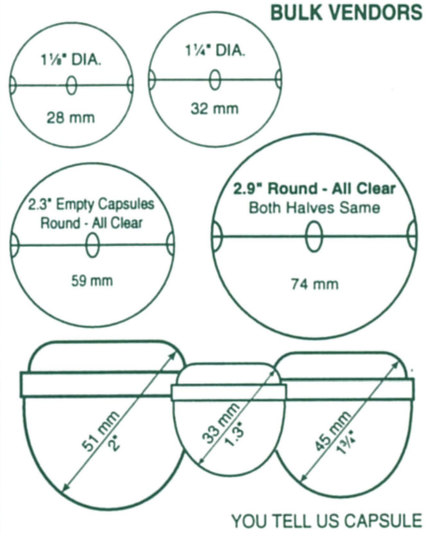
Sports Arena Merchandise
By: HANG STUFF
A division of A.L.D. Services, Inc.
Call for a free catologe!!! 1-800-777-5874
Look in the index for the page of our full page color ad in this issue!!!
This is the first and only Catologe dedicated to only Sports Arena merchandise!!!



Beautiful Clocks & Street Lights
Turn your business into a landmark with Beautiful Clocks & Streetlights! Several to choose from to enhance any business!
Call Today!
(309)794-3022 Fax (309) 788-0148
Excitement Inc.
1203 5th Ave.
Rock Island, IL 61201

LARGER Than Life Statues!
Turn your business into a landmark with Hand-crafted, one-of -kind, larger than life statues! Dozens to choose from to enhance any business!
Call Today!
(309)794-3022 Fax (309) 788-0148
Excitement Inc.
1203 5th Ave.
Rock Island, IL 61201

TALKING VENDOR®
The Vending Machine That Really Talks
Records in 3 languages
7 - English 5 - French 5 - Spanish
Talking Vendor (Reg) Trade Mark
®TALKING VENDOR IS A REGISTERED TRADEMARK OF ACTIONMATIC LTD.
®BEAVER IS A REGISTERED TRADEMARK OF MACHINE-O-MATIC LTD.
Vends
1.3" Capsules or Large Gum
1" Items
Small Bulk Items
Coinage Size - Up to 1.25" (32 mm)
Machine Size - Height 25" (63.5 cm), Width 8" (20.3 cm), Depth 8" (20.3 cm)
Custom Sounds - Can have your own record made to say anything for 5 seconds. Up to 4 different sayings on each side.
We are a Volume Reseller of Beaver® Vending Machines & Stands
ACTIONMATIC LTD.
P.O. Box 326
Chatham, Ontario, Canada N7M 5K4
Phone 1-800-265-8363 • (519) 351-2181
Fax (519) 351-7304



Don't *Waste* Another Day
counting money by hand . . .
• Save 75-80% of your time
• Become more productive
• Increase your profit
Call Today
800-762-7057

Lynde-Ordway
Company Incorporated
3308 West Warner Avenue, Santa Ana, CA 92704 USA
(714) 957-1311 • Fax (714) 433-2166
Servicing the Coin-Op Industries Since 1925

TOWSON VENDING INC.

7708 Harford Rd. Baltimore, Md. 21234
(410) 661-0300 Fax (410) 661-2888

ATM: SALES--SERVICE--PROCESSING

DELUXE VIDEOS

Daytona Twin 8295
Alpine Racer 2 10,995
Alpine Racer 8695
G-Lock 2995
Manx TT 50" 7995
Alpine Surfer 12,500
Wave Runner .....Call
Cruisin world 33" ded. 6395
Top Skater 13,500
Stadium Cross 5995
Lost World 50" .....Call
MotorCross Go .....Call
Harley Davidson 50" .....Call
House of Dead 50" 10,995
Virtual Cop 50" 4995
Virtual Cop 2 50" 6995
California Speed .....Call
Wave Shark 9995
San. Fran. Rush 5295
Cruisin World 25" Conv. 4994
Indy 500 Twin 6995
Prop Cycle 50" 4995
Sega GT 50" 11,995
Outrunner 5500
Sega Rally Twin 7995
Time Crisis 50" 6500
Crypt Killer 50" 8500
Aqua Jet 50" 11,995
Virtual On Twin 5995
Steel Talons 1595
Final Lap 3 Twin 1995
Virtual Racing Twin 2995
Desert Tank 50" 5500

PINBALLS

Twilight Zone 1195
Attack From Mars 2395
The Shadow 1395
Fish Tales 995
Terminator 2 995
Rocky N Bullwinkle 995
Star Trek NG 1595
Junk Yard 2295
Johnny Mnemonic 1395
Arabian Nights 2195
Judge Dredd 895
Simpsons 895
Star Wars Trilogy 2495

REDEMPTION

Screaming Slopes 1395
Jr. All American 995
Aftershock (2) w/bonus 3995
Toss Em 795
Spin to Win (2)w/bonus 4500
Bank It 1495
Wacky Gator 2795
Hoop It Up 2695
Big Bertha 1995
Bozo Basketball 795
Sports Arena 2995
Chicken Dash 1795
Big Haul 3995
Round N Round 3495
Twister (2 months old) 3995
Cut the Cheese 2295
Alien Command 1995
High Tops B-Ball 1995
Coin Circus 1795
Sonic 1395
Ring Toss 3595
Spider Splattin 1995
Wheel Em In 1795
Pop-A-Ball 995
Rock N Bowl 995
Belly Bomber 2495
Ribbit Racin 3295
1/2 Pint Frenzy 1695
Cracky Crab 2295
Jungle Rama (2)w/bonus 2595
Pizza Rolldowns 895
Skee-Ball 13' w/100 pt 1595

CRANES

Big Choice 2495
Candy Crane 1795
Pit Stop Crane 3695
Clean Sweep 1595
Greyhound 1 Pl. 895

SPORTS INTERACTIVE

Full Court Frenzy w/mon. 1995
Rage in the Cage 2595
Shoot To Win 2 Pl. 1095
UBQB 1095
NSG Baseball 695

VIDEOS

Area 51 33" 1895
Fast Draw 33" 2295
Mortal Kombat 3 ded. 895
Rev. X 2 Pl. 1495
Rev X 3 Pl. 1995
Title Fight 2395
World Cup Bowling 1895
SF Alpha 2 995
Killer Instinct 2 995
Virtual Fighter 895
Virtual Fighter 2 1495
Virtual Fighter 3 33" 3895
Fighting Vipers 1895
Super High Impact 695
Virtual Fighter Remix 1495
Lethal Enforcers 695
Lethal Enforcers 2 895
NBA Jam 4 Pl. 695
Neo Geo 595
Simpsons 595
Tekken 2 25" 1095
Final Lap 3 995
Golden Axe 695
X-Men Vs. SF 1395
Samaruai Shodown 3 495
Open Ice 995
Max Force 39" ded. 3995

KIDDIE RIDES

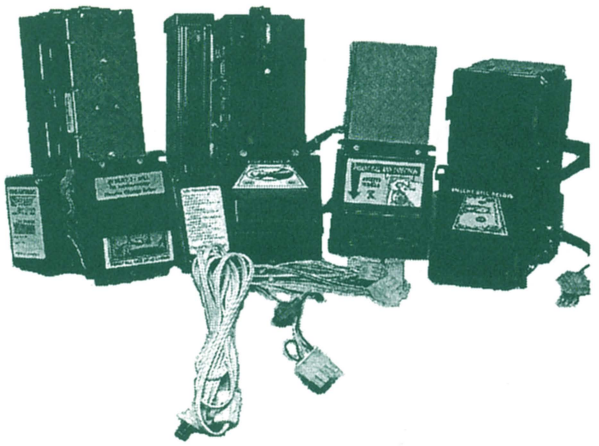
Lion 1495
Race Car 1295
Train 1695
Horse 1695
Delivery Truck 1595
Flintstones Car 1895
Batmobile 2495
Motorcycle 1495
Jetsons Cycle 2395
Jeep 1495

MISC.

Capcom Photo 1995
Polaroid Photo 795
Dynamo Air Hockey 1895
10x20' Animal Bouncer
2 rooms, 2/ball pit 3995
American 6000 Changer 2495
Rowe 35 Changer 1595
Rowe 3500 Changer 2495

PC BOARDS

Cruisin USA w/marquee 595
Police Trainer w/Guns 995
Killer Instinct 2 395
X-Men Vs. SF B-board 195
Tekken 295
Tekken 2 495
Street Fighter 2 195
SF 3 Complete w/CD 595
Mortal Kombat 2 100
Mortal Kombat 3 195
NBA Jam 195
Blood Storm 100



Validator Pocket Testers

120v $59.00 24v $95.00

VALIDATOR REPAIRS & SALES

- Belt kits
- Eproms duplicated
- Dollar bill changer upgrade kits

CAPITAL VENDING, INC

(800) 814-7756

13581 Virginia Manor Road, Laurel, MD 20707

UNBELIEVABLE!
We're selling new rides at never before heard of pricing!!
And that's not all!
All selected inventory is being sold for:
$1695
- All H-Frame Animal rides (Art numbers – 8004 through 8033 on small H-frame)
$1995
– All Automobiles, Helicopters, Thunderbolts and Nessies (Art numbers – 8011-8015 and 8018)
With your purchase of 5 or more –
Save an Additional
10%
An Incredible Offer!! These Rides Pay for Themselves
KIDDIE RIDES USA
Ask one of our salespeople how they can get you started today
Call 800-448-6888
3801 East 50th Avenue • Denver, Colorado 80216
Phone 303.399.7191 or Fax 303.399.8144
web site: www.kiddieridesusa.com
email: info@kiddieridesusa.com
SE HABLA ESPAÑOL
PROUDLY MADE IN THE USA
INDOOR/OUTDOOR USE

Count Coins, Tokens, or Redemption Tickets

QTech's Counting Scale features:

- Tare function enabling tokens or coins to be counted in buckets or bags.
- Spacious 8½" x 11½" platter surface.
- Optional battery operation allowing portability for route collections.
- Accumulating subtotal keeps track of all pieces counted.
- Optional hard shell carrying case

Call 1-800-831-4175 FOR YOUR 10-DAY FREE TRIAL USE TODAY!

QTech *Business Products*

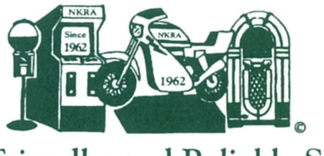
P. O. Box 100
Jewett, NY 12444

Fax (518) 734-6497 • (518)734-6514

COIN-OP LIABILITY INSURANCE

NATIONAL KIDDIE RIDE ASSOCIATION

"Insuring Since 1962"



Fast, Friendly, and Reliable Service

(573) 636-3564
FAX: (573) 636-8525
1-800-677-6572

CIRCUIT BOARD SALES

335 Hill Avenue • Nashville, TN 37214

It's AMOA Expo '98 Showtime!

Come Visit Us At Booth #953 For Some Of The Summer's

"HOTTEST DEALS"

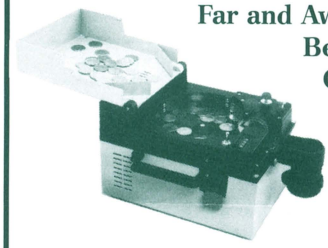
Check These Specials Out!

New -- That's Right -- New Pool Tables $1695.00!

Games Starting As Low As $899.00!

Phone: (800) 535-8981 • Fax (615) 256-7523
Service (615) 254-8981
Website: http://Members.AOL.COM/CBSalesTN
E-Mail: CBSalesTn@AOL.COM

BELITA II COIN COUNTER



Far and Away The Best Coin Counter And Best Value of All!!!

FEATURING

- Very fast, most reliable
- Automatic stops on 20/25/40/50/100/200 etc.
- Lightweight & compact
- Requires very little or no maintenance
- Convenient for all locations
- Available w/Looney tube for Canadian $1.00

Write or Fax For Prices & Catalog
R. H. Belam Company Inc.
1 Fulton Avenue
Hempstead, New York 11550
Tel.: 516-292-2670
Fax: 516-486-0957

PARTSTAR

Serving the gaming, amusement and vending industries with thousands of quality electronic repair, maintenance, and supply products!

PATTERN GENERATOR
With WELLS Adapter
Test and Adjust Monitors
Handy Pocket Size
Uses 9v Battery (not included)
PG-1 $129.95 ea.

Monitor Get Well Kits

KIT101	Electrohome GO-7
KIT201	Wells-Gardner K-4600
KIT202	Wells-Gardner K-4900
KIT204	Wells-Gardner K-7000
KIT300	Happ 13"&19" Monitor
KIT301	Nintendo-Sanyo
KIT302	Nintnedo-Sharp
KIT303	Sanyo 14"
KIT501	Wico Videomaster
KIT530	Ceronix 1492
KIT602	Sharp OC-1411
KIT608	Sharp SI-327
KIT802	Hantarex MTC9000
KIT920	Pac Man - Humbar

Your Choice $5.95 ea.

ONEDER Stripe
Encoded Cleaning Card
- One Card Works On All Bill Validators
- Encoded Stripe
- Cleans & Lubricates
- Retards Grime
- Safe & Easy
- Reduces Service Calls
- Won't Fog Optic Lens

.69ea./Lots of 50

WIDTH COILS

Electrohome	C30380-A
Wells-Gardner	9A2854-0000

Your Choice 11.99 ea.

FLYBACKS

HANTAREX MTC9000 19" & 25"
HR7107 $39.95 ea.

ELECTROHOME GO-7
A29951B $29.95 ea.

WELLS-GARDNER 7000 SERIES
053X0528001 $29.95 ea.

POWER SUPPLIES

15 amp Switching 5v/15a, 12v/3a, -5v/1a	25.95 ea. 23.95 ea. Lots 10 21.95 ea. Lots 20
200 Watt Computer Type 5v/20a, 12v/8a, -12v/.8a	39.95 ea.

Bright 'N BOOST
UNIVERSAL CRT/TV BOOSTER/BRIGHTENER
FITS ALL 11" TO 36" MONITORS
Isolation booster bypasses shorts
Safe and easy to install with full instructions
Extends life of weak or shorted monitors
Use with any flyback powered CRT
SDR-2-ISO 19.99 ea.

★★★ NEW ★★★
FLUORESCENTS & STARTERS

F15T8CW	Fluorescent Lamp	1.49 ea. Lots of 24
F14T8CW	Fluorescent Lamp	2.49 ea. Lots of 24
FS2	Starter w/Condenser	.35 ea. Lots of 25
FS4	Starter w/Condenser	.35 ea. Lots of 25
FS5	Starter w/Condenser	.40 ea. Lots of 25
FS25	Starter w/Condenser	.40 ea. Lots of 25

Call Today For Our Free 200 Page Catalog
To Order Call 800-603-6222 Or Fax Us At 847-359-0844
Web Site www.partstar.com

High Quality Miniature Lamps
100 Pc. Min.

#44	$.12 ea.
#47	$.12 ea.
#53	$.25 ea.
#55	$.25 ea.
#63	$.25 ea.
#67	$.22 ea.
#73	$.19 ea.
#74	$.22 ea.
#E85	$.22 ea.
#86	$.19 ea.
#E86	$.19 ea.
#89	$.19 ea.
#161	$.13 ea.
#194	$.16 ea.
#259	$.17 ea.
#455	$.25 ea.
#555	$.12 ea.
#656	$.25 ea.
#657	$.19 ea.
#658	$.28 ea.
#755	$.19 ea.
#756	$.19 ea.
#906	$.18 ea.
#1251	$.40 ea.
#1683	$.40 ea.
#2182	$.26 ea.
#7373	$.44 ea.

EAGLE
Right Angle Plus
15A-125v
2-Pole 3-Wire
5266AN 5.99 ea.

YOUR 8-LINE & POKER CONNECTION

"Ask Me How To PAY CASH Legally"

1-888-529-1107

Computer Memory
72 pin

4 meg	12	SIMMS
8 meg	19	
16 meg	29	
32 meg	59	

Prices are subject to change without notice. Call daily for new price quotes.

C & P DISTRIBUTING
TEL: 219/256-1138
FAX: 219/256-1144
VISA MasterCard

CRANE PLUSH • REDEMPTION KEY-CHAIN KITS FOR SPORTS ARENA

Jumbo Variety	Novelties
Route Variety	Jewelry
Jewelry	Plush
Bulk Items	60 Pc. Jewelry
Seasonal	120 Pc. Jewelry
Electronics	144 Pc. Assorted
Sports	144 Pc. Sports

Manufacturer & Direct Importer

UNITED TEXTILE FABRICATORS

Rte. 37 & Germania Station Road • Toms River, NJ 08754
(800) 833-4667 • Fax (732) 341-3361
We Accept Mastercard & Visa
MasterCard VISA

Bringing You The Best Equipment At The Best Price

★ ★ ★ GEORGIA LEGAL GAMES ★ ★ ★

Fruit Bonus 96 Special Edition
Cherry 96 Special Edition
Skill Talking Cherry 98
Joker Master

★ ★ ★ HIGH QUALITY ★ ★ ★

★ GAMEMAX DOLLAR BILL ACCEPTORS ★

BL600US4 High Security $1, 5, 10, 20
BL600US456 Stacker Unit $1, 5, 10, 20
HSV300 High Security $1, 5, 10, 20
Economic BL700 All Purpose $1.00 Only
Good For Pinball, Crane, Video Games
GameMax Phonecard Dispenser & Coin Changer

Authorized GameMax Distributor

★ ALL 8-LINE RELATED COMPONENT PARTS ★

Power Supplies — Button & Harness Sets
Monitors — Ticket Dispensers

Too Many Parts To List
If You Do Not See It We Can Get It For You

★ WE DO 8-LINE BOARD PROGRAM MODIFICATIONS ★

★ COMPLETE 19" VIDEO GAME PLYWOOD CABINET ★

CALL NOW!!!

$$$$$$$ 800-770-8890 $$$$$$$

Lucky Sunshine Enterprises

8050 Baxter Ave. Suite 198 • Elmhurst, New York 11373
Fax # (888) 770-8890 • E-mail LSENT@JUNO.COM

PERNER SALES INTERNATIONAL INC.

Stewart Plaza • 107-5 Stewart Ave.
Hicksville, NY 11801

EXPERIENCE--INTEGRITY--SERVICE

VISA --Hablamos Español-- MasterCard

Representing All Major Manufacturers In:
Videos • Simulators • Redemption • Jukeboxes • Kiddie Rides • Kits • PCBs • Parts & Accessories

Tel.: 516-935-7738
Fax: 516-935-0247
Florida Tel.: 954-227-9677
Florida Fax: 954-796-1007
E-Mail: pernersalesintl@sprvnet.com

We Also Supply Gaming Equipment New & Used With A Great Selection

NEW RETROFIT PANEL

For All Peter Jacobsen's Golden Tee 3D Golf Kits

- Will Bolt On Any HS5 Dynamo Cabinet
- All-Steel Construction, Pre-Drilled Holes, And Scratch-Resistant Finish
- Reinforced Body and Additional Side Clip Areas To Prevent Break-Ins
- Designed To Eliminate Players' Hands From Hitting The Front Cabinet Glass

$79.95 plus shipping

100% Satisfaction Guaranteed

GEI AMUSEMENTS

344 Edgely Blvd. • Unit 29 • Concord, Ontario L4K 4B7

1-888-669-9107

MasterCard **FAX (905) 669-8814** VISA
YES WE SELL KITS & GAMES
WEB: www.yorkregion.net/gei

WRG SERVICES INC.

FASTEST
TURN AROUND
IN THE INDUSTRY

FORMERLY
WESTERN RESERVE GAMES
1800-531-1230
1-216-531-1622 FAX

IF YOU HAVE AN ITEM NOT LISTED PLEASE CALL

LET US BE YOUR SERVICE CENTER
BEST PRICING IN THE INDUSTRY

MONITORS
Wells Gardner
Electrohome
Hantrex
Sanyo
Matsushita

PINBALL BOARDS
Bally
Stern
Williams

SEEBURG
Sony Players
Amplifiers
Control Units
Power Supplies
Black & Grey Boxes
Tray Acceptors

We Stock Over 75,000 Parts For The Seeburg Jukebox

Proud to Distribute TBS First ATM Systems

BILL ACCEPTORS
Maka/Conlux
Rowe
JCM
Mars
Coinco
Ardac
Dixie Narco
Leisure

COIN MECHS
Mars
Coinco
Maka/Conlux

FOR MORE INFORMATION INCLUDING PRICING VISIT US ONLINE
WWW.WRGSERVICES.COM

KEYSTONE
Game Supply, Inc.

Great Products! **Low Prices!** ***Fast Service!***

Boards
We Service All That We Sell

- *Jingle Bell*
- *Cherry Master*
- *Cherry Deluxe 98*
- *Skill Cherry 97*
- *Fruit Bonus 96*
- *Treasure City*
- *Cherry 96 & 97*
- *Super Cherry+*
- *Reel & Quake*
- *Endless Riches*
- *Joker Master*

Accessories & Components

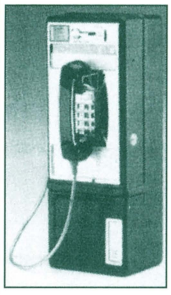
- Power Supplies
- Garage Door Opener
- Buttons & Harnesses
- Plexis
- Isolation Transformers
- Meters
- Power Cords
- Line Filters
- Ticket Dispensers
- Bill Acceptors
- Monitors

Call Jim, Dick, or Dawn at:

888-869-7711 215-675-5767 FAX

e-mail: sales@gamesupply.com www.gamesupply.com

BELL STYLE & DESK TOP
PAY PHONES



BEST WHOLESALE PRICES IN THE U.S.....

WE WILL NOT BE UNDERSOLD!

PRICES STARTING AT $125.00!!!!!!!!!!!!!!!

G-TEL
ENTERPRISES INCORPORATED
www.gtel.com
1-800-884-4835 • FAX 281-550-1028

MONITOR REPAIR--ALL BRANDS

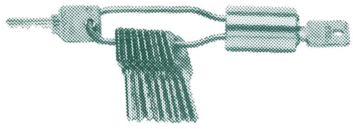
Flat Rate $39.99 Includes Parts
(Does Not Include Flyback)

We Use High Tech Equipment to Check Your Monitor--
Cut Down on Labor Time and is Reliable.
Just Send Us Your Chassis and Control Board.
(Pack Carefully)

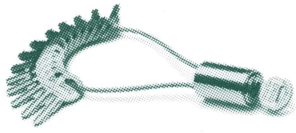
• FAST TURNAROUND • WARRANTY WORK

CALL FOR USED GAME PCBs
CALL US NOW! 800-992-6588
P&L VIDEO GAMES
1669 N. Hacienda Blvd. • La Puente, CA 91744
Phone: (626) 917-5414 • Fax: (626) 850-5040
E-Mail: pnl@wesconet.com • Website: www.pnlvideogames.com/arcade

NEW
THE KEY KOPS
High Security Locking Key Rings



Locking Shackles Available in 3", 5" & 7"



Locking Cables Available in 8", 12" & 18"

Choice of Locks
Master Keying Available

Ace Duo Medeco

MONARCH
800-462-9460
Fx: 606-261-7403

SLOT MACHINES

IGT-UNIVERSAL-SIGMA-BALLY
All Games 100% With Warranty.

We Handle Export, Casino, And Home Sales In All Legal States

ABSOLUTE GAMING 1-540-967-5603

VALLEY DARTS

MODEMS

US ROBOTICS
14.4 VI
SPORTSTER
EXTERNAAL
CALL
WWW.CPDIST.COM

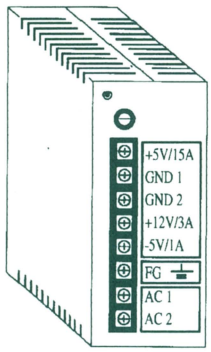
Call 219-256-1138

MasterCard
VISA
AMERICAN EXPRESS 3712 95006 C F FROST

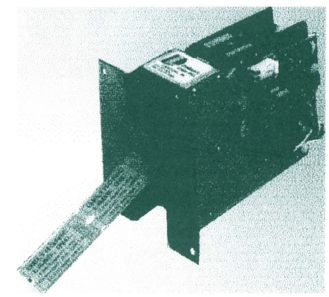
COMPETITIVE PRODUCTS CORPORATION

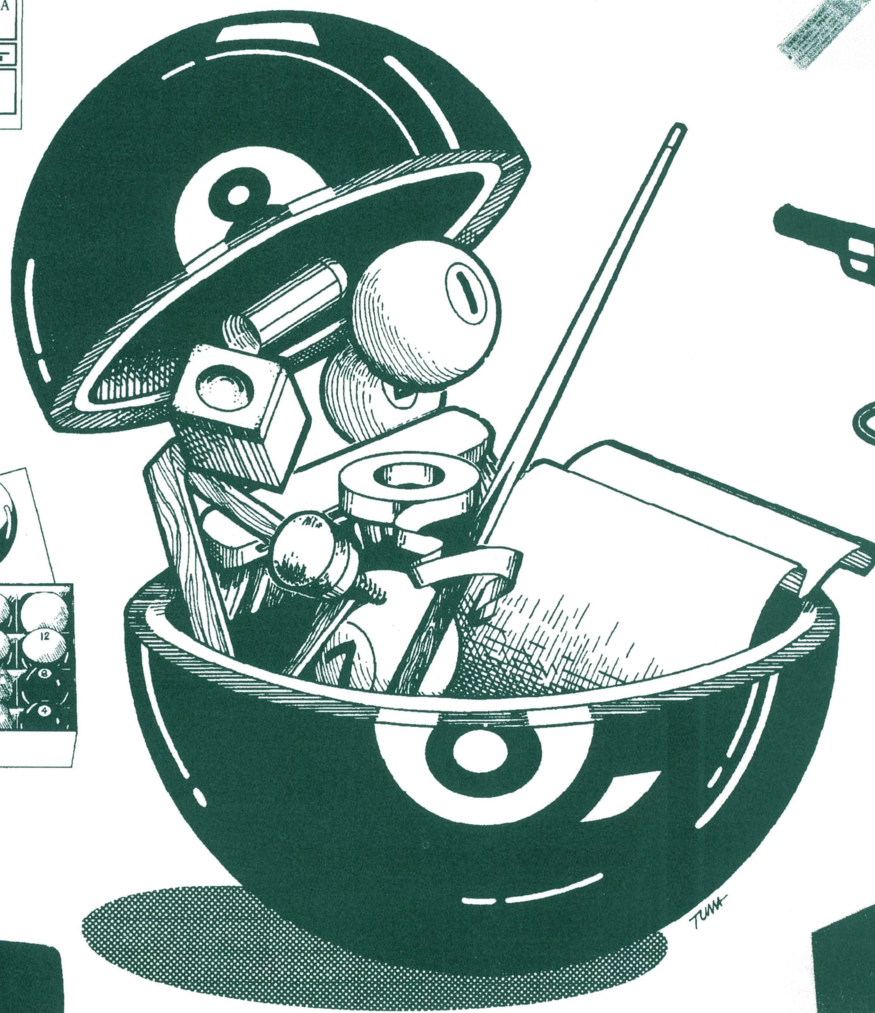
"Our name say's it all!"

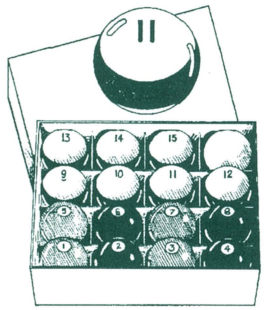
Supplying the Amusement and Billiard Industries with the Finest Quality Game Parts, Billiard Supplies and Electronic Components

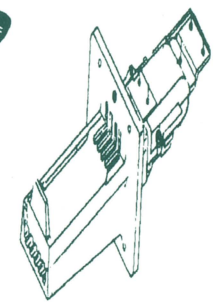


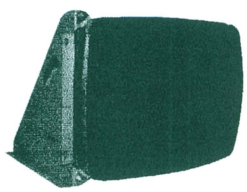
Celebrating our 10th Year of Service

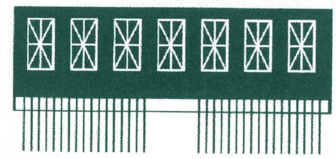












River Road ❐ Building #5 ❐ P. O. Box 1645 ❐ Tullytown, Pa. ❐ 19007

TOLL FREE 1-800-562-7283 ❐ Fax 215-547-7577

E-MAIL compprod 1 @ aol.com FREE CATALOG AVAILABLE

US Amusement Auction

The Nation's Leading Auctioneers Of:
Video Games • Pinball Machines • Juke Boxes • Kiddie Rides • Darts • Pool Tables • Redemption Games

For Up-To-Minute Auction Information, Visit Our Website:
http://www.usamusement.com/

1998 FALL SCHEDULE

September

12th — Indianapolis, IN
Our Land Pavilion
Indiana State Fairgrounds, 1202 East 38th Street
Cellular: 317-432-7626
At Reorder Tone Dial: 502-551-1866

19th — Des Moines, IA
University and E. 30th St.
Iowa State Fairgrounds
For information call
Tom Rhoades
at 515-774-8424

26th — Columbus, OH
Buckeye Building
Ohio State Fairgrounds
17th Avenue & I-71
Cellular: 614-271-7626
At Reorder Tone Dial: 502-551-1866

26th — Kansas City, KS
Wyandotte Co.
Fairgrounds
1405 North 98th Street
For information call
Tom Rhoades
at 515-774-8424

All Auctions Begin At 10:00 a.m. Local Time (except as noted)

October

10th — Tampa, FL
Florida State Fairgrounds
Take Interstate 4 to Orient Road Exit
Cellular: 813-690-7626
At Reorder Tone Dial: 502-551-1866

17th — Pennsauken, NJ
South Jersey Expo Center,
2323 Route 73
For information call
Rob
at 609-729-5371

Chicago, IL - Friday, October 23rd, 7:00 pm
Ramada Inn - O'Hare
6600 North Manhiem Road, Rosemont, IL
8th Annual Pinhead Collector's Auction in association with Pinball Expo '98.
Note Time Change
A 10% Buyers Premium will be applied to all purchases.
For Pinball Expo '98 attendance info. contact Rob Berk at 800-323-3547.

November

7th — Indianapolis, IN
Our Land Pavilion
Indiana State Fairgrounds,
1202 East 38th Street
Cellular: 317-432-7626
At Reorder Tone Dial: 502-551-1866

14th — Columbus, OH
Buckeye Building
Ohio State Fairgrounds
17th Avenue & I-71
Cellular: 614-271-7626
At Reorder Tone Dial: 502-551-1866

21st — Kansas City, KS
Wyandotte Co. Fairgrounds
1405 North 98th Street
For information call
Tom Rhoades
at 515-774-8424

28th — Pennsauken, NJ
South Jersey Expo Center,
2323 Route 73
For information call
Rob
at 609-729-5371

28th — Des Moines, IA
University and E. 30th St.
Iowa State Fairgrounds
For information call
Tom Rhoades
at 515-774-8424

Terms & Conditions

Acceptable Payment – Cash, Cashiers Check, Travelers Check, Personal or Company Check with Irrevocable Bank Letter of Guarantee, Visa, MasterCard.

4% Buyers Premium

4% Discount for payments in Cash, Cashiers Check, Travelers Check, Personal or Company Check with Irrevocable Bank Letter of Guarantee.

Applicable state and local sales taxes must be collected unless you provide a current copy of your Sales & Use Tax Permit.

Auction Information

- All auctions begin at 10 am local time, (except as noted).
- To consign games for sale: bring to the Auction site on the Friday before the auction between 9 am and 9 pm.
- Removal of all equipment by midnight day of sale.
- Inspection: day of sale 9-10 am.
- Please, no cigarette machines or candy machines older than two years.
- Phone numbers listed for auctions are for Friday and Saturday only.
- Contact Ric Stephen at 812-333-9939 for special hotel rates.

For further information contact:

Auctioneer: Bill Hughes
P.O. Box 4819 Louisville, Kentucky 40204
Phone: 502-451-6241

Sales Manager: Jeff Schwartz
502-551-1866
24 hr. Fax: 502-897-7771

Sales Manager: Ric Stephen
812-333-9939
Auction Info Line: 502-451-1263

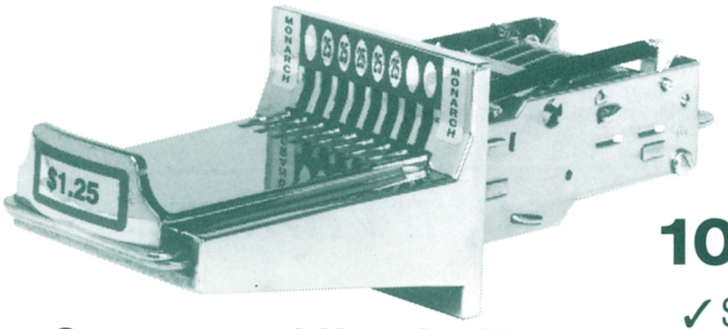
Visit our Website at: http://www.usamusement.com/

NEW for 1998

REDESIGNED VERTICAL 8

POSTAGE, CARD AND STICKER MACHINES,
CHICKEN MACHINES, BULK VENDORS, FOOSBALL & POOL TABLES

AVAILABLE FOR COINS OF MANY NATIONS



1-4 @ $26.95
4-19 @ 22.95
20+ @ 19.95
100+ Call for Quote

- ✔ **Stronger and Heavier Housing**
- ✔ **Stronger and Heavier Slide**
- ✔ **Smoother Operation**
- ✔ **New and Cleaner Lines**

- ✓ Steel and Die Cast Construction
- ✓ No Disassembly for Price Changes
- ✓ Anti-Cheat Fingers, Sensitive Gauging
- ✓ Chrome or Durable Black Powder Coat
- ✓ Available for Most Tokens Features

SECURITY AND COLLECTION MANAGERS!!

THE NEW KEY KOPS LOCKING KEY RINGS

A Tamper Evident System Ideal for Developing Audit System
No More Welding or Soldering

Available in
1.5'', 3'', 5'' & 7'' shackle

Available with Choice of Three Locks to Suit Your Security Needs

TUBULAR

DUO

MEDECO

Available in
6'', 8'', 12'' & 18'' cable

VISA

MONARCH

Ninety Years of Innovation in Coin Mechanisms

MasterCard

800-462-9460

Phone (606)261-4421 Fax (606)261-7403

GREEN COIN MACHINES, INC.

CONGRATULATIONS TO OUR PARTNERS AND FRIENDS, ON YOUR 50th. ANNIVERSARY AS WE CELEBRATE OUR 40th. ANNIVERSARY

HAPPY 50th ANNIVERSARY

VIDEOS

BLITZ	*CALL*
CENTIPEDE	*CALL*
CYBERSLED	*$1950.*
DIE HARD	*$1498.*
FIGHTING VIPERS	*$1998.*
G.I. JOE	*$850.*
GALAGA	*$600.*
GOLDEN TEE '98	*$2198.*
HANG ON S/D	*$1150.*
HOUSE OF THE DEAD	*CALL*
LETHAL ENFORCER	*$1050.*
LETHAL ENFORCER II	*$1450.*
MACE	*$2498.*
MARVEL VS STREET FIGHTER	*$1450.*
MAXIMUM FORCE	*$2798.*
M K 4 33'	*$2950.*
MS PAC MAN	*$600.*
NBA HANG TIME	*$1450.*
NAMCO CLASSIC 1	*$1298.*
NAMCO CLASSIC 2	*$1498.*
NEO GEO MVS-4	*$998.*
RUN & GUN 2	*$1450.*
SOUL EDGE	*$998.*
STREET FIGHTER 3	*$1998.*
STREET FIGHTER VS X-MAN	*$1898.*
STRIKER 1945 II	*$1598.*
SURF PLANET	*CALL*
SURVIVAL ARTS	*$998.*
TEKKEN	*$998.*
TEKKEN 2	*$1498.*
TEKKEN III	*$2498.*
TETRIS	*$750.*
TIME KILLER	*$798.*
TRON	*$500.*
WRESTLE MANIA	*$2000.*

DELUXE VIDEOS

AFTER BURNER DELUXE	*$1550.*
ALPINE RACER 50'	*$9550.*
ALPINE RACER 2-50	*$11,500.*
CRUIS'N USA	*CALL*
CRUIS'N WORLD	*CALL*
DAYTONA TWIN	*$8950.*
DAYTONA SINGLE	*$5850.*
DAYTONA 2	*CALL*
G T I CLUB	*$4500.*
INDY 500 38' DELUXE	*$7500.*
MIDNIGHT RUN TWIN	*$7950.*
RIDGE RACER 33'	*$3950.*
SEGA RALLEY TWIN	*$6500.*
SUZUKA TWIN	*$3950.*
SUZUKA TWIN 2	*$4550.*

PINBALLS

ADDAMS FAMILY	*CALL*	*INDIANA JONES*	*$1150.*
AIRBORNE	*$1550.*	*JACKBOT*	*$1150.*
APOLLO 13	*$1650.*	*LAST ACTION HERO*	*$850.*
BATMAN FOREVER	*$1450.*	*LETHAL WEAPON 3*	*$850.*
BARBWIRE	*$1450.*	*MARIO ANDRETTE*	*$1250.*
BAYWATCH	*$1250.*	*MAVERICK*	*$1050.*
BIG HURT	*$1150.*	*POPEYE*	*$1050.*
CIRAUS VOLTAIRE	*$2150.*	*ROADSHOW*	*$1450.*
CUE BALL	*$850.*	*SHADOW*	*$1250.*
DEMOLITION MAN	*$1050.*	*SHAQ*	*$950.*
DRACULA	*$950.*	*SPACE JAM*	*$2250.*
FAST BREAK	*$2150.*	*STAR GATE*	*$1050.*
FLINTSTONES	*$1050.*	*STAR TREK N.G.*	*$1350.*
FUN HOUSE	*$950.*	*STAR WARS*	*$950.*
FRANKENSTEIN	*$1150.*	*STAR WARS TRILOGY*	*$2150.*
FREDDY	*$950.*	*T-2*	*$950.*
GOLDEN EYE 007	*$1450.*	*TALES FROM THE CRYPT*	*$1050.*
INDEPENDENCE DAY	*$2050.*	*TEE'D OFF*	*$950.*

GREEN COIN MACHINES, INC.

Ed & Royce
2961 Drywall Drive
Myrtle Beach, SC 29575
1-800-232-6467
Fax: 1-843-448-9899

Jan
2560 Overton Crossing
Memphis, TN 38127
1-800-426-3786
Fax: 1-901-353-1155

Jeff , Dan & Don
1531 Saw Mill Run Blvd.
Pittsburgh, PA 15240
1-800-344-7585
Fax: 1-412-881-9312

REDEMPTION

ALLEY CATS	$1498.	HOOP SHOT	$798.
AIR HOCKEYS	CALL	LITE-A-LINE (2 unit set)	$2250.
BARN YARD BABIES	$950.	POP-A-BALL	$898.
BOZO BALL TOSS	$850.	QUACKER - 2 (2unit set)	$2250.
CANDY CRANES	CALL	RIBBIT RACIN	$2850.
CAPCOM PHOTO BOOTH	$1998.	RISING WATERS	$2250.
CRACKY CRAB	$1950.	ROBO BOP	$2250.
CYCLONE	CALL	ROLL FOR GOLD	$2198.
DIGAMART	$950.	SKEE BALLS	CALL
DINO ROLL (2 unit set)	$2250.	SMART BALL	CALL
DINOWORLD	CALL	STEER CRAZY	$1650.
HALF PINT FRENZY	$1450.	STRIKE ZONE	$2198.
HOME RUN HITTER	$1650.	SWAMP STOMP	$3150.
HOOP IT UP	$2650.	WACKEY GATER	$2250.

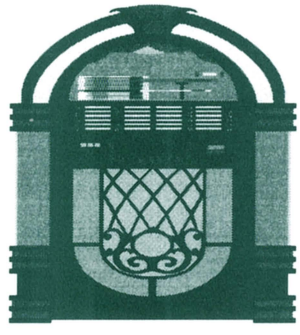
USED JUKE BOXES

PIONEER CJ-V55	CALL
PIONEER CJ-V99	CALL
ROCKOLA CD-8 BUBBLER	$4198.
ROCKOLA MARAGE 3000 X	$1498.
ROCKOLA TRILOGY 4000 X	$1798.
ROCKOLA GALA 5000 X	$2098.
ROCKOLA ROCKET 5500 X	$1998.
ROCKOLA ROCKET II	$2398.
ROCKOLA LEGEND 6000 X	$2698.
ROCKOLA ANN.LEGEND 6000-1X	$2998.
ROWE R-91	$ 600.
ROWE R-92	$ 700.
ROWE R-92 COMBO	$1098.
ROWE R-93	$ 998.
ROWE R-93 COMBO	$1198.
WURLITZER NEW YORK	$2998.

NEW JUKE BOXES

ROCKOLA INTRIGUE
ROCKOLA LEGENDS
ROCKOLA ROCKET
ROCKOLA HARLEY DAVIDSON
ROCKOLA CORVETTE
NSM SAPPHIRE

ALL IN STOCK NOW
CALL FOR PRICES



TOUCH SCREEN

MERIT MEGATOUCH	$ 798.
MERIT MEGATOUCH 3	$ 898.
MERIT MEGATOUCH 4	$ 998.
MERIT MEGATOUCH 5	$1198.
MERIT MEGATOUCH 6	$1298.
MERIT XL	CALL

NEW / USED

POOL TABLES / AIR HOCKEY / FOSEBALL

VALLEY 6, 7, & 8 Ft. New & Used Starting at $900.00

DYNAMO 7 & 8 Ft. New & Used Starting at $800.00

DYNAMO AIR HOCKEY New & Used Starting at $1,000.00

TORANDO & DYNAMO FOSEBALLS
New & Used Starting at $400.00

DARTS

ARACHNID GALLAXY	CALL
MEDALIST SPECTRUM	$1598.
MERIT SCORPION	$1198.
MERIT SCORPION 9000	$1298.
MERIT SCORPION DX	CALL
VALLEY COUGAR H B	$1198.
VALLEY COUGAR NON FOLD	$ 798.
VALLEY COUGAR SM	$ 998.

International Sales Domestic # 1-800-232-6467 Ext. 104
International # 1-843-626-1900 Ext. 104

We now accept: MasterCard VISA

Huge Redemption/Arcade Closed Down

Game Prices are Cheap
Act Quickly! We Must Move! The Lowest Prices Anywhere Cheaper By Truckload

Chicago Area • (847) 662-4141 • (800) 994-2637 • Fax (847) 244-6162

OLDER COMPLETE GAMES FROM $50 MUST SELL CALL IF NOT LISTED BOARDS ALSO AVAILABLE

Rock-N-Bowl $895
Pirates Gold ..... .895
Addams Family Values ..... .895
Chuckles B-Ball 2 Pl. ..... .1150
Coin Circus ..... .1495
2 Sonic Hedge/PR ..... .1495
Volcano ..... .1995
Full Court Frenzy ..... .995
Circus Hi Rise ..... .1795
Spin 2 Win ..... .1495
Wheel Em In ..... .1195
Basketbull ..... .295
Animalland ..... .295
Pattie Cake ..... .195
Gumball Rally ..... .275
Die Hard ..... .1699
Hot Spot ..... .250
Aftershock ..... .895
Robo Bop ..... .1995
Pop-A-Ball ..... .595
Cracky Crab ..... .1595
Jungle Picnic ..... .495
Centipede ..... .295
Turbo Pusher 2 pl. ..... .1595
Rock Roll Pusher ..... .1695
Crane ..... .395
Rotary Capsule ..... .2195
Greyhound Crane ..... .775
Dinoscore ..... .2695
Mash ..... .1995
Screamin Slpes ..... .695
Ghost Town ..... .495
Smart Big Crane ..... .3295
Palm Reader ..... .2495
Pole Position ..... .495
Indy ..... .595
Rad Mobile ..... .495
Run/Gun ..... .995
Defender ..... .295
Accu-Toss Speed ..... .175
Eggomatic ..... .150
Hungry Hippo ..... .1195
Rebound 2 ..... .295
Body Match ..... .295
Hop -A-Tic-Tac ..... .695
Monkey Mole Panic ..... .295
Big Bertha ..... .995
Love Meter ..... .175
Powerhouse ..... .175
Pop-A-Tic-Tac ..... .895
Joust ..... .350
Safe Cracker ..... .1175
Stargate ..... .325
BC Skee Toss ..... .495
6 Ft. Skee-Ball ..... .395
Around the World ..... .1095
Bank It ..... .295
Wacky Gator ..... .1695
Shot To Win ..... .895
Shot To Win 2 pl. ..... .1595
Humpty Dumpty ..... .995
Air Hockey ..... .1500
UB QB ..... .1195

Bozo Grand Prize ..... .395
Devastator ..... .95
Sunset Rider ..... .350
Kids Adventure Dome ..... .1295
Clown Roll Down ..... .425
Tron ..... .395
Pot-A-Gold ..... .695
Lotto Fun ..... .125
Lunar Golf ..... .495
War Gods ..... .695
Galaga ..... .395
Home Run Hit Pro ..... .1495
Sports Roll Down ..... .2495
Smokin Token ..... .2750
Roll 4 Gold ..... .1495
Super Rock N Bowl ..... .1495
MK-4 ..... .1795
Dr. Dude ..... .895
Valley Pool Table ..... .700
Kiddie Rides 500-2000
Lazer Video Jukes ..... .599
Changers Standard ..... .1095
Dart Games ..... .195

VIDEO GAMES

MK3 ..... .375
MK 1 ..... .150
Lethal Enf. ..... .495
Primal Rage ..... .195
Killer 1 ..... .395
Killer 2 ..... .595
Tekken 1 ..... .695
Tekken 2 ..... .895
Super Hang On ..... .375
Hard Drivin ..... .595
Run n Gun ..... .595
Ridge Racer s/d ..... .3695
Desert Tank ..... .3995
Sega Ralel ..... .5795
Time Crisis ..... .5950
Aliens 3 ..... .895
Crypt Killer ..... .1795
MK-2 ..... .295
Daytona Twin ..... .295
Hologram ..... .195
Water Ski 50" ..... .2950
X-Men 6 Player ..... .475
Road Riot 2 Pl s/d ..... .995
Virtual Racer 2 Pl. s/d ..... .1795
Cops 33" ..... .1695
NBA Jam Reg/Tour ..... .475
Operation Thunder ..... .495
Out Run s/d ..... .999
Tekken 3 ..... .1795
Virtual Fighter 2 ..... .895
Assault ..... .100
Time Crisis ..... .3995
Steel Tallon ..... .1095
Harley Davidson ..... .5995
Lethal Enforcer 2 ..... .495
Soul Edge II ..... .550
Prop Cycle ..... .3495
Neo Geo 1 Slot ..... .450
Virtual Cop II ..... .2795

Operation Wolf ..... .150
Enduro-Racer s/d ..... .775
X-Men II ..... .1495
TMNT 25" ..... .425
Cruisin Twin ..... .6795
Off Road ..... .375
RPM Max ..... .175
Suzuka Twin 2 ..... .3995
Cool Rider Twin ..... .2895
Enduro Racer ..... .150
Road Blasters ..... .145
Continental Circuit ..... .395
Bad Lands ..... .250
Race Drivin ..... .795
Stun Runner ..... .495
Fast Draw 33" ..... .2895
T-Mex 2 Pl s/d ..... .3695
Botts ..... .695
Afterburner Big s/d ..... .595
Turbo Outrun Mov ..... .1195
Sprint 2 ..... .195
GP Rider 2 pl s/d ..... .1195
Marvel ..... .1495
Moto Frenzy 2 pl 25" ..... .1595
GunBarron s/d ..... .495
Thunderblade s/d ..... .495
Cisco Heat 2 pl s/d ..... .1795
Tetris ..... .250
APB ..... .150
Zombie Raid ..... .1295
WWF ..... .100
Knights of Round ..... .175
R-Type ..... .75
Marvel Comics ..... .1595
Police Trainer ..... .1595
Gunbird ..... .195
Space Gun ..... .695
Zero Wings ..... .100
Daytona Twin ..... .8295
Stadium Cross s/d ..... .4295
Outrunners s/d ..... .4295
Cruisin ..... .3395
San Francisco Rush ..... .4695
Area 51 ..... .1795
Battle Shark ..... .495
T-2 Gun ..... .795

Will Sell Any Boards
Many Very Cheap Boards
CALL FOR LIST

Virtua Fighter ..... .125
Primal Rage ..... .75
MK2 ..... .75
Tekken ..... .395

Pins Plus Many More

Whirlwind Pin ..... .695
Shadow ..... .1095
Pinbot Pin ..... .375
Rescue 911 ..... .695
Elvira Pin ..... .995
Simpsons Pin ..... .795
Back to Future ..... .645

Leading the way to a better future!

2,700 -- 2nd QUARTER 1998 WORLWIDE VIDEO NEWSLETTERS ARE BEING MAILED AROUNG THE WORLD NOW!!!

Are you on the mailing list yet?

If you are a street operator, arcade or FEC owner, you can receive the following information in this newsletter.

1) Complete unbiased reviews of all the video games since the ASI Show in Las Vegas, good, bad, or indifferent. We hold nothing back. Games from: Atari, Atlas, Capcom, Fabtek, Gamevision, ICE, Incredible Technologies, Interactive Light, JVL, Konami, Merit, Micro Manufacturing, Namco, SNK, Sega, Tecmo, Williams, and Worldwide Video are all covered in this issue.

2) For the first time ever, we offer a free CD ROM to be played on your computer with video footage from all the current coin op games! Another industry first, a sneak preview of th enew Daytona USA part 2, captured on video so you can be one of the first to see this fantastic Sega game scheduled for release later this summer! And, brochures from some of the manufacturers on their new products.

3) An in depth interview with Mr. X, a leading "inside" proponent of Arcade PC. What does Mr. X think of coin op today, and what new games are coming from the PC people!

4) 2nd quarter Strategies for Success, an in-depth look at some smart marketing strategies. This is vital information shared by savvy operators and distributors from around the world!

5) What does Wall Street and Coin Op have in common? Read about it!

6) How is consolidation in coin op going to affect you and distribution? Read about it!

7) Our own thoughts on the Arcade PC Initiative.

PLUS....Much, Much More! Over 30 pages of useful information for you and your business.

YOUR COST? $0.00 That's right....$0.00

CALL WORLDWIDE VIDEO NOW TO RESERVE YOUR FREE COPY
WHILE SUPPLIES LAST
NO OBLIGATION - NO STRINGS ATTACHED - JUST USEFUL INFORMATION

WORLDWIDE VIDEO in the USA 800-729-6979 or 619-641-7400 or
wwidevideo@aol.com

FOR SALE

Small Southern California Route

Play Meter Box 98A
Fax (504) 488-7083 or
Fax (504) 488-5945
or

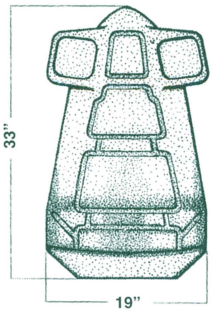
Mail To:

Play Meter Magazine
P.O. Box 24190 • New Orleans, LA 70124

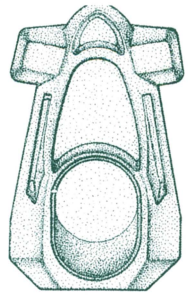
HUNSAKER
Manufacturing

PART #9000
Speaker Seat

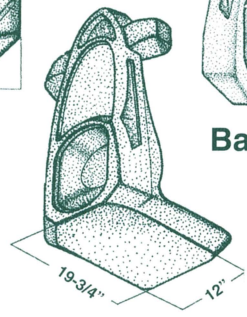
NEW SEAT FOR YOUR SIT DOWN GAME



Front View



Back View



Rear Isometric View

4475 Dupont Ct. #10 Ventura, CA 93003
Phone: (805) 650-0065 / Fax: (805) 650-0059

LATINO Jukebox Top 40
July 1998

COMPILED FOR COMPACT DISC JUKEBOX OPERATORS

	THIS CHART	LAST CHART	ARTIST	TITLE
POP	1	2	"Los Temerarios"	Como Te Recuerdo
	2	3	"Marco Antonio Solis"	Marco
	3	4	"Luis Miguel"	Romances
	4	8	"Charlie Zaa"	Un Segundo Sentiemento
	5	9	"Jose Luis Rodriguez"	Inolvidable
	6	NEW	"Ricardo Arjona"	Sin Danos a Terceros
	7	7	"Juan Gabriel"	Celebrando 25 Anos
	8	6	"Mana"	Suenos Liquidos
	9	NEW	"Enrique Iglesias"	Vivir
	10	5	"Los Mismos"	Te Llevas Mi Vida
REGIONAL MEXICAN	1	3	"Los Tucanes De Tijuana"	Amor Platinico
	2	NEW	"Vicente Fernandez"	Entre El Amor Y Yo
	3	NEW	"Los Rieleros Del Norte"	La Moraleja
	4	NEW	"Banda El Limon"	Ante De Partir
	5	NEW	"Raza Obrera"	Corridazos Prohibidos
	6	NEW	"Los Tigres Del Norte"	Asi Como Tu
	7	NEW	"Grupo Limite"	Sentimientos
	8	8	"Ana Gabriel"	Con Un Mismo Corazon
	9	NEW	"Los Huracanes Del Norte"	Aires De Mi Norte
	10	NEW	"Pepe Aguilar"	Por Mujeres Como Tu
TEJANO	1	1	"Los Angeles Azules"	Confesiones De Amor
	2	NEW	"Los Dos Gilbertos"	Llora Corazon
	3	NEW	"Bobby Pulido"	Llegaste Mi Vida
	4	3	"Conjunto Primavera"	De Nueva a Tu Lado
	5	6	"Ramon Ayala"	20 Exitos Gigantes
	6	NEW	"David Lee Garza"	Tejano Class
	7	NEW	"Intocable"	IV
	8	10	"Compilation"	Power Palooza
	9	NEW	"Los Angeles Azules"	Inolvidables
	10	NEW	"Los Chamacos"	Fanatico
TROPICAL	1	NEW	"Compilation"	Merenfest '98
	2	3	"Olga Tanon"	Llevame Contigo
	3	NEW	"Compilation"	Merengon 2
	4	7	"Servando Y Florentino"	Los Primera
	5	1	"Fito Olviares"	A Gozar Con Sabrosura
	6	2	"Sonora Dinamita"	Cumbia Explosiva!
	7	8	"Sergio Vargas"	El Hombre Y Su Merengue
	8	NEW	"Sonora Dinamita"	Cumbia Con Sabor!
	9	NEW	"Elvis Crespo"	Suavamente
	10	6	"Sa Brosos Del Merengue/Limit-21"	Lo Mejor Del

SAMPLING BY THE
LATIN JUKEBOX, G. GROVE, CA
BASED ON ACTUAL JUKEBOX PLAY REQUEST.
TO ORDER CALL **1-800-LATIN CD**
1-714-895-5250
www.latinjukebox.com

VIDEO CONNECTION

1150 BUSINESS PARK DR., #110, DIXON CA 95620

COMPLETE FACTORY KITS

ALL KITS CONTAIN: Legal P.C. Board, Marquee, Overlay, Stick, Buttons & Instructions!

Street Fighter Alpha 3 (B Kit w/Exchange).....CALL
Golden Tee 98 Full Kit or Chips for '97.....REDUCED
Sharp Shooter (w/Self-Adjusting Chips)....REDUCED
Cruisin USA Kit w/New 25" Med. Res. Monitor...1795
Zero Point (Gun Game Like Point Blank).....1695
Tekken 3 (Newest & Hottest PC and Marquee)...1195
Marvel Vs. Capcom (B-Kit w/Exchange).....1195
Golden Tee 3D 97 (Excellent Earner).....1095
Rampage World Tour (2 or 3 Pl. A Real Sleeper).750
NBA Maximum Hang Time (Full Kit).....695
Lethal Enforcers (Full Kit w/New Guns).....695
Namco Classics /Galaga...495 or **Pac Man/Dig Dug**.....595
1000 Mile II....695/**1000 Mile**....495/**World Rally**...595
Street Fighter EX Plus (Excellent).....595
Marvel vs SF (B Bd w/exchange).....550
Killer Instinct....295 or **Killer Instinct II**.....495
Street Fighter 3 (Full Kit).....495
Strikers 1945 Part II...995 or **Strikers 1945**.....495
Heaven's Gate (Like Tekken III and Soul Edge-Full Kit)..495
Fantasy 95 (Life-like Male and Female Strippers).450
W.G. 3-D Hockey.....695 or **Open Ice**.....395
Tekken II full kit.....595 or **Tekken I** full kit 395
Capcom CPS II System A (Blue Bottom Bd.).....395
Eagle Shot Golf or **Krazy Bowl** (For Taverns).....350
Soul Edge Version II....450 or **Soul Edge Version I**....350
Skins Golf or **Golden T Golf** (for Taverns).....295

Classic PC Boards--Bought and Sold

NBA Jam Extreme (2 or 4 Pl. Full Kit) 295
Super Puzzle Fighters (Sleeper! B Kit w/exch.) ...295
9-Ball Shoot Out (Pool Table) or **In the Hunt** (Subs).250
Battle Toads (2-3 Pl.-Sleeper)..350 or **Punisher** ..250
Virtua Fighter (For Medium Res. Monitor) 250
Area 51 (Replacement Hard Drive only) 195
X-Men vs. Street Fighter (B kit w/exchange).....195
MK3 Ultimate complete kit...250 or **MK 2**.....125
Vamp. Savior/Alpha 2 /Marvel SH (B-bd. w/exchg.)....99
X-Men/Alpha 1/AVP/Dung. & Drag. (B outright).....99
Batman For./Virtua Ft./Super Maj. League (Carts.)....75

P.C. Board Only?
Reduce Most Kit Prices By $50

Complete Countertop Games $325-$595

NEW Computer Power Supply w/Fan (18 AMP) . . . 19.95
NEW Happ Turbo Gearshift (Low, High, & Turbo) . . 25.00

Neo-Geo 1, 2 or **4 Slot** (with one free cartridge) Reduced

King of Fighters 98 .CALL	**King of Fighter 97** . .175
World Cup '98 . . . .CALL	**Metal Slug** 150
Metal Slug II 250	**PulStar** (Space) 125
Real Bout II 250	**Bust A Move** 95
Shock Troopers 225	**Thrash Rally** (Driving) .95

We Will Meet or Beat Any Price!!

COMPLETE LOCATION READY GAMES (Shopped Out)

Uprights

Street Fighter Alpha 3 in 25" .2595
Tekken 3 in 25" Dynamo 1995
Golden T98 in Konami 25" 2195
Sharp Shooter in 25" 2195
Atari Tempest (Mint Cond.) . . .695
Mechanized Attack w/2 Guns /25" Mon.750
Gauntlet/Joust/Star Gate 695

Cocktail Tables

Ms. Pacman or Jr. Pac 795
Defender Dedicated Wms. . . .750
Tron/Centipede/Satan's Hollow 550
Toki in 19" Midway 495
Galaxian or Mr. Do! 495
Shinobi in Sente Cabinet 495
VS Dual System w/2 19" Mon. 295

Driving Games

Cruisin' USA in 25" Sit-In Cockpit 2595
Cruisin USA in 25" Atari Standup 2395
Sinistar in Cockpit Cabinet . . .695
Super Off Road 3 pl., 25" 595
Special Crim.Invest. Shootup & Driv.595
Top Speed w/Wheel, Pedal & Shifter .495
Final Lap 19" or Road Blasters 495

WANTED FOR $ CASH $
Cruis'n USA, Tekken I, II & III,
Capcom Bowling, SF3 Cartridge
Lethal Enforcer, Batman Forever, Galaga, Dungeon & Dragon II, Die Hard, Simpsons, Midway Tables, Ms. Pac, etc.

We do Expert Conversions

Call Toll Free:

1-800-44-Hot-Kits • (1-800-444-6854)
Ph: (707) 678-5189 • Fax: (707) 678-1313
Website--http://www.videoconnect.com

NEW!!

20 PAGE FACT FILLED 1998 CATALOG JUST PRINTED!

VISA **BUY•SELL•TRADE** MasterCard

WE ARE EXPORT EXPERTS

ADVERTISER INDEX

www.playmeter.com

26th ENADA, Fiera di Roma	39-541-71-1711	www.nettuno.it/fierimini	126
Advantedge Vending	208-529-8408	www.ultravend.com	128
AGE 1	954-527-0907	www.advancedgames.com	100, 160
ALD Services	800-777-5874		95
AMA Distributors	504-835-3232		116
American Changer	800-741-9840	www.americanchanger.com	69
Antique Apparatus/ Rock-Ola	310-328-1306		11
Arachnid	800-435-8319	www.bullshooter.com	65
AstroSystems	702-643-1600		35
Atari Games	408-434-3700	www.atarigames.com	Cover 4, 61, 125
Benchmark Entertainment	800-808-8860	www.benchmarkent.com	92
Bob's Space Racers	904-677-0761	www.bobsspaceracer.com	75, 110, 183
Brady Distributing	704-357-6284	www.bradydist.com	92
C.A. Robinson	213-735-3001		17
Cadillac Jack	800-684-4263	www.cadillacjack.com	19
CES	847-695-0023		51-52, 107
Champion Shuffleboard	800-826-7856		129
Chicago Lock	800-445-3204	acelock@cris.com	72
Coin ConneXion	605-331-5575	www.coincnx.com	111
D&R Industries	800-323-2852	www.champbilliards.com	174
Deltronic Labs	215-997-8616		54
Dyna Co. Ltd.	81-429-28-8741		9
Dynamo	800-527-6054	www.dynamo-ltd.com	39, 123
Entropy USA	800-241-0633	www.entropyusa.com	161
Fun Merchants	800-524-2342		91
GameMax	886-2-2797-1236	www.gamemax.com.tw	101
Great American Recreation	800-831-2011	www.greatamericanrec.com	48
Greater Southern Distributing	800-628-3040	www.greatersouthern.com	18
Hamilton Manufacturing Corp.	800-837-5561	www.hamiltonmfg.com	16
Hoffman & Hoffman	800-227-5813	www.hoffmanmint.com	183
Holoplex	626-584-8451	www.holoplex.com/thundercam	5
IAAPA Expo	703-836-4800	www.iaapa.org	113
ICE	716-759-0370		15
IMA '98	49-211-90194-134		22
Imperial International	800-526-6261	www.imperialusa.com	6
Impulse Amusements	818-767-4258		78
Incredible Technologies	800-262-0323	www.itsgames.com	83
Interactive Light	800-213-3752	www.interactivelight.com	29
Island Design	707-547-4850		99
JVL	888-407-4290		60
Kevin Sharpe	800-624-3779	www.kevinsharp.com/ksc	BI
King Plush	800-473-3402		BI
Konami	847-215-5100	www.konami.com	43, 112
LA East	215-362-2890		148
LazerTron	510-460-0873		97
Leisure Entertainment	800-645-2162		151
Mars Electronics	800-345-8215		103
Mayoni Enterprises	800-345-1183		128
Mazzaco Parts	800-292-4491	www.mazzco.com	BI
Merit	800-523-2760	www.meritind.com	45, 105
Micro Manufacturing	800-277-6136	www.micromanufacturing.com	88-89
Mission Crane	800-692-2529		77
Money Links	888-592-5922	www.honestlink.com	7
Mt. Coin Distributors	801-262-5493		56
Muncie Novelty	800-428-8640		168
Music Vend/Dunis Distributing	800-248-7789		90
Namco	408-383-3900	www.namco.com	55, 107
New Orleans Novelty	504-888-3500		159
NSM America	630-860-5100	www.nsm-music.de	41, 58
Oriental Trading Co.	800-228-8884	www.oriental.com/redemp	23
Plush-4-Play	888-262-6147		33
Premier Data	800-720-3282	www.premierdata.com	109
Quantum 3D	408-919-9999		13
Rainbow Cranes	800-466-3711		67
Randy Fromm's Arcade School	619-593-6131	randyfromm.com	173
Roger Williams Mint	508-226-3310		170
Rowe International	616-243-3633	www.roweami.com	Cover 3
S&B Candy & Toy Co.	800-773-0531		68
Sammy USA	888-US-SAMMY	www.sammyusa.com	123
Scan Coin	800-336-3311	www.scancoin-usa.com	129
Sega	650-802-3100	www.sega.com	Cover 2, 139
Seidel Amusement Machine Co.	505-821-6878		117
Shaffer Distributing Co.	800-282-0194		79
Silent Partner	217-787-4232	silent2000@aol.com	165
Skee-Ball	215-997-8900	www.skeeball.com	38, 123
Smart Industries	800-553-2442	www.smartind.com	73
SNK	408-292-4550	www.neogeo-usa.com	57, 107
Streak Technology	408-432-1613	www.streaktechnology.com	20
Stricor	800-581-4263	www.stricor.com	59
Struve Distributing Co.	800-252-1177		84
TouchTunes	888-338-JUKE	www.touchtunes.com	26-27
Ultrazone	702-734-3617		71
United Plush	800-886-8832		168
Valley Recreation	800-248-2837		119
Van Brook of Lexington	800-553-3234		150
Venture Entertainment	800-461-2525		126
Video Systems	714-894-3355		21
Wells Gardner	800-336-6630	www.wgec.com	47
Williams Electronics	773-961-1000	www.wms.com	37
WMS Industries	773-961-1000	www.wms.com	93
Worlds of Games	800-762-0015		31
World Wide Distributors	800-572-4285	www.inter-mall.com/vendgames/wwdi	179
Wurlitzer	800-987-5480	www.wurlitzer-jukebox.com	90

The Stars will explode.
ROWE/AMI
AMOA '98

AREA Site 4™

You won't BELIEVE what's coming your way...

The long-awaited "sequel" to Area 51. With a never before-seen combination of elements:

Choose from up to 18 event-style training waves followed by all out booty-kicking alien war.

All in amazingly rich detail. Continuing our hot alien-busting theme.

Your players want it. You want it. It's a done deal.

Oh yeah, the aliens have a leader now. He's looking at you.

ATARI GAMES

Atari Games Corporation 675 Sycamore Drive Milpitas, CA 95035
tel (408) 434-3700 fax (408) 434-3776 www.atarigames.com

© 1998 Atari Games Corporation. All Rights Reserved. Site 4 is a trademark of Atari Games Corporation.
Developed by Mesa Logic, Inc.